

NORWICH UNIVERSITY COLLEGE OF THE ARTS

PROGRAMME SPECIFICATION

BA (HONS)/FDA GRAPHIC COMMUNICATION

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| 1 | Awarding Institution: | Norwich University College of the Arts |
| 2 | Final Award: | Foundation Degree (Arts) in Graphic Communication (240 credits) <i>on successful completion of 2 years of study</i>
BA (Hons) Graphic Communication (360 credits) <i>on successful completion of 3 years of study</i> |
| 3 | Exit Awards: | Certificate of HE (120 credits)
Foundation Degree (240 credits) |
| 4 | UCAS Code: | W215 |
| 5 | External/internal reference points: | QAA Framework for HE Qualifications
QAA Code of Practice
QAA Subject Benchmark Statement, Art & Design
University College Mission Statement
University College Aims and Outcomes of Undergraduate Study
University College Undergraduate Framework |

6 The Aims and Outcomes of Undergraduate Study at the University College

The Aims of Undergraduate Study are to:

- Provide an inclusive and stimulating learning environment for the specialist study of art, design and media.
- Maintain and nurture a commitment to intellectual and personal development as a basis for a lifetime of learning and professional experience.
- Provide students with opportunities for innovative, imaginative and intellectually rigorous creative practice.
- 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 and vocational relevance of course provision.

- Develop effective collaborations with the creative and cultural industries, professional bodies, other HEIs and the wider art, design and media community.

Holders of Undergraduate awards will:

- Have developed the skills to embark on a professional career or further course of study in a related subject discipline.
- Be able to locate their work within relevant professional, cultural and historical frameworks.
- Demonstrate a professional approach and work towards achieving their full potential as a creative practitioner.
- Work professionally in an area appropriate to the chosen sphere of practice.
- Have developed the capacity to critically examine contemporary culture.
- 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 subject practice using verbal and visual language.
- Possess the qualities and transferable skills necessary for employment and progression to other qualifications assuming personal responsibility and decision-making.
- Be able to work flexibly to accommodate change and uncertainty.
- Be able to work independently and collaboratively while having regard to the views and needs of others.
- 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 procedures as appropriate to the chosen area of specialism.

Holders of the award of Foundation Degree in the Arts (FdA):

Students who exit undergraduate study with the award of Foundation Degree in the Arts (FdA) will possess a body of knowledge and skills which are necessary for employment and progression to other qualifications. In common with other undergraduate students at the University College, Foundation Degree students engage with the generic course units of the Undergraduate Framework. The FdA student experience is distinguished by course-specific project briefs which emphasise work-related learning and preparation for professional life.

7 Unit Learning Outcomes

Year 1

Unit 1: Fundamentals 1:

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

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

Unit 2: Fundamentals 2:

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

- LO5: Demonstrate an understanding of some of the major historical and cultural influences on your subject area.
- LO6: Demonstrate a range of approaches to creative problem solving
- LO7: Demonstrate a basic understanding of some of the subject-specific and transferable skills that are relevant to your practice.

Unit 3: Connections: Experimentation, analysis, evaluation

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

- LO8: Interpret your studio practice through a range of contemporary and historical movements and events in art, design and media.
- LO9: Evidence engagement with a range of ideas and media to present arguments and make judgements.
- LO10: Communicate the development of your ideas clearly using text, image or object.
- LO11: Evidence transferable skills required for study and employability, including team working and presentation skills.

Year 2

Unit 4: Focus 1

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

- LO1: Demonstrate knowledge and understanding of the key principles of, and context for your subject.
- LO2: Apply concepts and principles associated with the subject to a range of professional contexts and environments.
- LO3: Identify and evaluate the key methods for finding information and problem-solving relevant to your subject area.
- LO4: Use a range of analytical skills to effectively review information, in order to identify problems and propose solutions.

Unit 5: Focus 2

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

- LO5: Demonstrate an enquiring and critical approach to practice-based problem solving and its applications within your work and your wider field of study.
- LO6: Show the breadth and depth of knowledge of your subject area using independently located visual and textual material.
- LO7: Use a range of methods or models associated with your subject to critically evaluate information, materials and processes.
- LO8: Communicate your work and ideas effectively and clearly to a range of audiences using image, text and the spoken word.

Unit 6: Contexts: Collaboration, audience and employability

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

- LO9: Demonstrate an understanding of a wide range of applications for your work, including the workplace context for your subject practice.
- LO10: Use a range of strategies to articulate and extend the limits of your subject and contextual knowledge.
- LO11: Identify areas for personal and professional development and propose plans to acquire further skills.
- LO12: Demonstrate your ability to negotiate, plan and work collaboratively to meet specified goals.

Year 3

Unit 7: Final Project 1: Research, development and reflection

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

- LO1: Demonstrate consistent knowledge and understanding of your subject area, making detailed reference to current and emerging practice.
- LO2: To identify issues or questions relevant to your subject and adopt established research methods, clear analysis and appropriate written and visual communication through a draft research report.
- LO3: Evidence a clear understanding of contextual, historical and ethical concepts using research material from a variety of sources relevant to your own practice.
- LO4: Plan your learning, using a range of techniques, references and approaches appropriate to your subject.
- LO5: Evaluate a diversified field of information and ideas in order to make informed judgments about appropriate questions and potential solutions to problems.
- LO6: Communicate creatively and appropriately to a variety of audiences using spoken word, text and images.

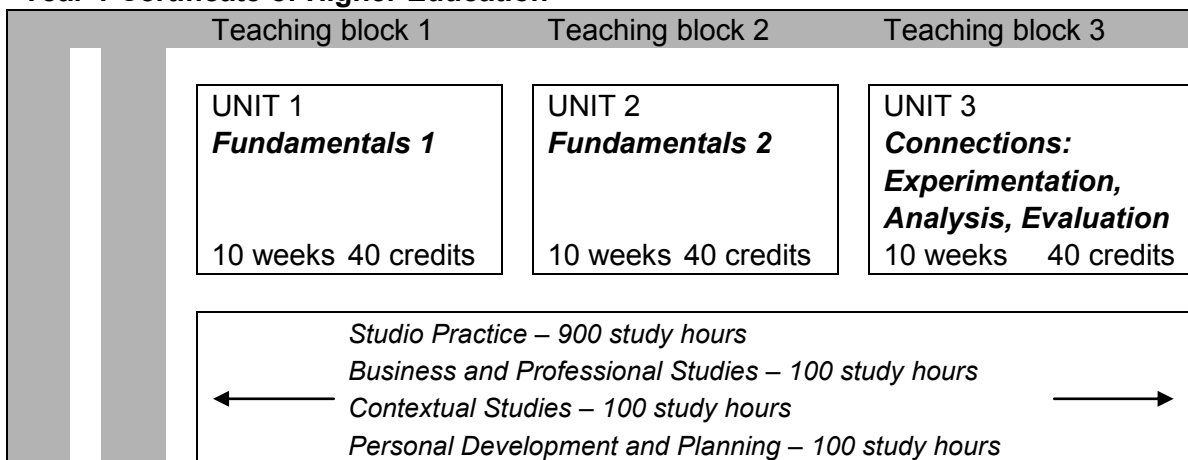
Unit 8: Final Project 2: Resolution, consolidation, innovation

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

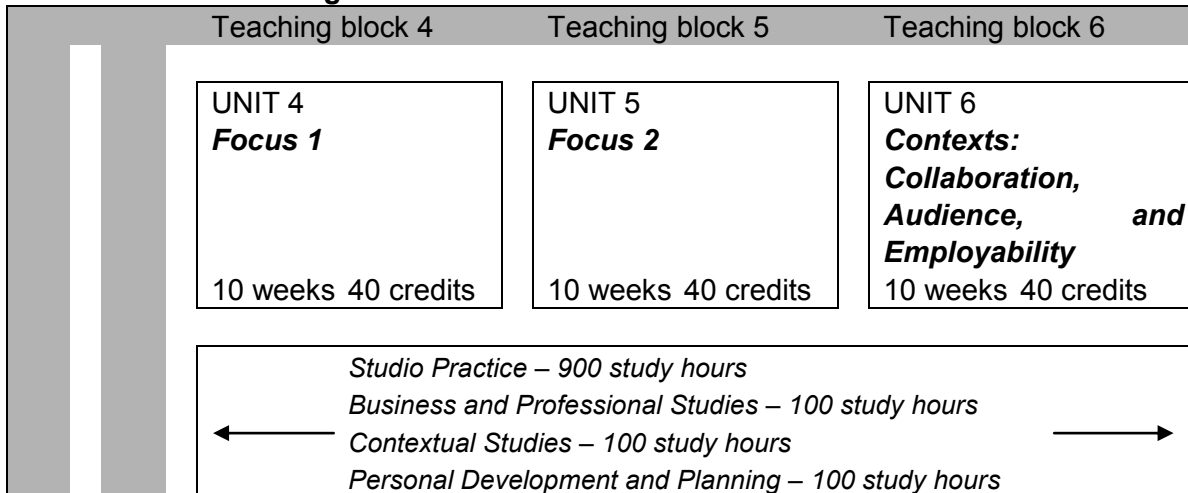
- LO7: Demonstrate consistent understanding and detailed knowledge of the key characteristics and boundaries of subject practice
- LO8: Show evidence of sustained critical engagement with an issue or question relevant to your subject, referencing the bodies of knowledge that support and challenge your discipline, and communicating your findings through appropriate written and visual communication presented in the form of a research report.
- LO9: Demonstrate awareness of debates within and around subject practice, acknowledging pluralistic and open-ended approaches to the development of specialist skills and knowledge.
- L10: Demonstrate the capacity to manage your learning, using a range of approaches and resources identified through independent research into your subject.

8 Course Diagram

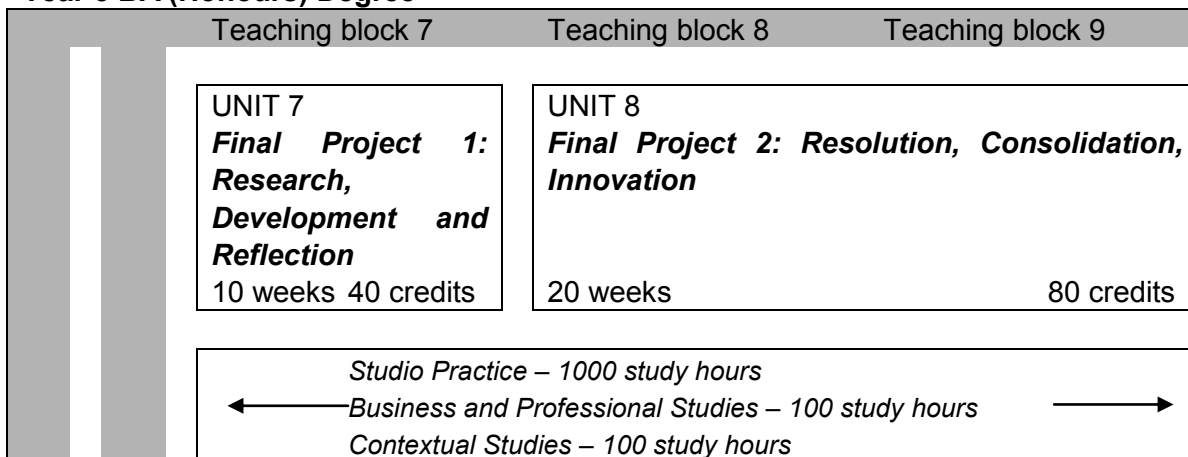
Year 1 Certificate of Higher Education



Year 2 Foundation Degree



Year 3 BA (Honours) Degree



9 Course Information

For a summary of the course content please visit the link below.

[Graphic Communication - Norwich University College of the Arts](#)

10 Induction

During the first enrolment week you will be introduced to many of the teaching and support staff and services that you will need to access to successfully engage with your course. You will also receive information about how to access the University College's Virtual Learning Environment (VLE) and where to find information about your course including the Course Guide. Your course timetable will provide details of specific induction and orientation sessions, including introductory workshop sessions that you will need to attend. During the first week you will also meet the Peer Assisted Learners (PALs), who are Year 2 students that offer their support to Year 1 students throughout the year.

It is important that you view induction as a process that continues throughout your two, three or four years of study and not just your first week at the University College.

11 Teaching, learning and assessment on your course

11.1 Undergraduate Study at the University College

Your undergraduate course of study at the University College is characterised by the following four curriculum components:

- *Studio Practice* is central to the course of study and focuses on the acquisition of specialist knowledge and skills in relation to the subject. Studio Practice constitutes 900 study hours per year at levels 1 and 2, and up to 1000 study hours at level 3.
- *Business and Professional Skills* promote employability and career development and ensures that students develop the knowledge and skills which are essential for employment or further study. Business and Professional Skills constitute 100 study hours per year at levels 1, 2, and 3.
- *Contextual Studies* enables students to locate and articulate their practice in relation to a range of social, cultural, industrial, economic, geographical and historical contexts. Contextual studies constitutes 100 study hours at levels 1, 2 and 3.
- *Personal Development Planning* is the process undertaken by students to reflect upon their own learning, performance and achievement, and enables them to plan for their personal, educational and career development. Personal Development Planning constitutes 100 study hours in levels 1 and 2.

The study time allocated to experiencing the four key areas of study and their associated assessment requirements are identified in the *unit outlines* which are published on the VLE in the Course Guide.

The study hours required for learning activities associated with a component of study is identified in the *Project Briefs* for each unit.

11.2 Teaching, Learning and Assessment

Teaching, Learning and Assessment on your course are the three broad terms that frame your activities as a student, and the mechanisms that describe the context of your engagement with your subject specialism.

Teaching broadly describes the process by which academic staff impart the knowledge or skills in your subject.

You will normally experience teaching in formal structured sessions with academic staff, these can be in the form of lectures, course briefings, taught group sessions and individual tutorials. Given the context of the studio and workshop environment, it is possible that you may also come into contact with academic staff outside of formal timetabled sessions and this contact may present you with the opportunity to seek advice or discuss subject-related themes and ideas as part of your experience as a student.

Lectures for art, media or design are often visual or audio presentations on a given subject delivered to an audience. The audience in this instance may be made up of students on a single course or year, or may be constituted by students from across a range of courses, depending on whether the lecture content is subject-based or thematic.

Course Briefings are sometimes held to keep you informed of developments on your course and to issue you with important up-to-date information.

Taught group sessions such as seminars and group critiques are particularly important as they enable peer learning through the discussion and the evaluation of studio work, as well as opportunities to work as part of a team.

Individual tutorials are an important part of your learning experience and it is essential that you avail yourself of tutorial opportunities to discuss your work and individual progress with a member of academic staff. You will be allocated a minimum of one tutorial in each term of the course with a relevant tutor. If there is a need for additional tutorials your tutor will arrange these with you directly.

All of the above contact with academic staff constitutes what we describe as teaching for art, design and media subjects.

Learning is the act, process, or experience of gaining knowledge or skill as a student at the University College.

To help you in developing your learning, and learning how to learn, each level of the course is organised through a number of units which enable the incremental development of your practical and conceptual skills. For instance, research skills are seen essential to learning throughout your undergraduate study, and

can help you to realise a range of skills from generating and developing initial ideas, through to evaluating finished work.

The virtual and physical learning environments of the University College provide access to a number of places to research, make and share your work with others following inductions to various facilities relevant to your course.

The production of your art, design or media work is the focus of the teaching and learning experience throughout your course of study. Your own practice will be central to the acquisition of subject knowledge and a range of practical, conceptual and generic skills as you gradually define areas of personal interest.

Assessment is the process of assessing or evaluation your achievements as a student on a course of study at the University College.

Formative assessment is the process whereby your work and its 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 in individual or group sessions for example. You should keep a record of these discussions for reference to help you understand your strengths and areas for future development.

Summative assessment is the process of evaluating and grading your work at a given point in time, which may be at the end of a unit or term, or may be at another pre-determined time within the term.

This is an important element of the learning experience as it formally notes your achievement of the units learning outcomes. Staff will brief you on assessment schedules and requirements well in advance of the event. Feedback on assessment performance will be given to you in a written report with opportunities to meet your tutor for further discussion.

You will be assessed against the approved unit learning outcomes and assessment criteria as outlined on the specific unit template, so it is important you familiarise yourself with these guidelines throughout your studies. Project Briefs will help guide you through the specific areas of work you will be engaged with in order to produce the work required for assessment and so successfully meet the unit learning outcomes.

Units also outline important historical and contextual influences, and the business and professional skills of your subject within the context of the creative and cultural industries.

Feedback following Assessment

You will be given feedback on your performance following each assessment. This is delivered in accordance with your Unit Outline and with reference to the College's Policy on Feedback to Students and [NUCA Student Agreement](#).

12 Support for your learning

12.1 Student Support

The University College can help and support you with a range of educational, practical, personal and financial matters to ensure an enjoyable and rewarding experience at the College. Services include welfare assistance, counselling, help with accommodation issues, disability and dyslexia support and induction and guidance for international students. For information on our services, please visit the following link: [Student Support - Norwich University College of the Arts](#).

12.2 Resources

The campus is divided between seven buildings in and around St Georges Street. They include the recently renovated Duke Street Building, which houses the library and the Monastery Media Lab, which is a state-of-the-art digital games and animation centre.

The University College library offers a stimulating and supportive resource to all students. It has a range of workspaces including access to networked PCs and to group study spaces. It houses over 30,000 books, subscribes to over 150 journal titles, has over 800 DVDs and a fast developing bank of electronic resources. The Library staff provide support and encouragement in the use of these materials.

NUCA's workshops provide specialised resources and technical support that complement and enhance your creative activities. The technical staff teams are experienced, enthusiastic professionals, including graduates and practising artists, committed to supporting courses and helping you achieve your creative expectations.

The University College offers excellent computing provision including broadband wireless connectivity within our campus buildings.

Supported by a proactive helpdesk, our IT network offers generous computer access. We are also an approved Apple Authorised Training Centre and Apple Centre of Excellence.

You will be issued with an email account when you register and this will remain active for the duration of your studies. The University College intranet provides a host of information on a broad range of NUCA and course related issues.

For further details of our campus facilities, including our specialist workshops, please visit [Campus Facilities - Norwich University College of the Arts](#)

13 Criteria for Admission

Information on how you can apply to the course, our minimum qualifications and entry requirements and details of our interview and application processes can be viewed at [How to Apply - Norwich University College of the Arts](#)

14 Career Opportunities

14.1 Employability Statement

The University College considers employability as a set of skills, knowledge and attributes that graduates need in order to be effective in gaining employment, self-employment, as professional practitioners and as lifelong learners.

All courses provided by the University College incorporate Business and Professional Skills, career planning and the development of subject-specific and transferable skills to enhance your employability. To view our Employability Statement, please visit the following link: [Employability - Norwich University College of the Arts](#).