University of Hertfordshire UH

School of Creative Arts

Title of Programme: Graphic Design and Illustration

Programme Code: CTBRGDI

Course Codes: CTBRGD, BA (Hons) Graphic Design
CTBRIL, BA (Hons) Illustration

For Collaborative: Franchise at The British Higher School of Art and Design

Programme Specification

This programme specification is relevant to students entering:
01 September 2021

Associate Dean of School (Academic Quality Assurance):
Barbara Brownie

Signature

A programme specification is a collection of key information about a programme of study (or course). It identifies the aims and learning outcomes of the programme, lists the modules that make up each stage (or year) of the programme, and the teaching, learning and assessment methods used by teaching staff. It also describes the structure of the programme, its progression requirements and any programme-specific regulations. This information is therefore useful to potential students to help them choose the right programme of study, to current students on the programme, and to staff teaching and administering the programme.

Summary of amendments to the programme:

Section	Amendment

If you have any queries regarding the changes please email AQO@herts.ac.uk

Programme Specification Graphic Design & Illustration

This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

Section 1

Awarding Institution/Body	University of Hertfordshire
Teaching Institution	British Higher School of Art and Design, Moscow
University/partner campuses	British Higher School of Art and Design, Moscow
Programme accredited by	Not applicable
Final Qualification	BA (Hons)
All Final Award titles	Graphic Design
(Qualification and Subject)	Illustration
FHEQ level of award	6
UCAS code(s)	Not applicable
Language of Delivery	English

A. Programme Rationale

The programme is one of only a few available that offers an initial experience of both graphic design and illustration at the start of Level 4, before specialisation into either pathway. These options give a clear and distinct choice for applicants, but with flexibility to change from one pathway to another at certain stages of Level 4. The curriculum is designed to encourage and challenge students who have already decided on their future pathway; whilst also offering support and guidance to those who may be unsure of which direction to take.

Although it has a strong professional ethos, a characteristic of the programme is its breadth in terms of the range of media, processes and approaches to problem solving it encourages – resulting in graduates with diverse portfolios and interests. It acknowledges the fact that designers of the future will need to possess multidisciplinary skills as well as the ability and confidence to collaborate with others. Encouraging students to have an awareness of the social, political, environmental and ethical contexts that surround their work is a vital part of the programme.

Level 4 is a common, shared experience during which students are given the time to explore and develop the common aspects of these two disciplines, as well as providing a sound grounding in the differences so as to allow students to make an informed choice about which award to join. The first semester is characterised by a set of assignments that explore the importance of a thorough design process, ways to generate original and appropriate ideas, and introductory workshops to a variety of skills and techniques. The second semester focuses on the student's chosen discipline and is characterised by a set of intensive workshops, supported by appropriate creative briefs that test the knowledge, understanding and skills acquired.

Level 5 continues with intensive discipline-specific workshops and creative project briefs allied to the workshops. Philosophically students are encouraged to consider the idea that the module in Level 5 Semester A is simply a continuation of, or an extension of the Level 4 Semester B module. There is an increasing focus on the professional world that flows throughout Level 5 characterised by constant reference to contemporary professional practitioners, project briefs, constraints and timescales that are typical of industry, live projects, collaborations with industry partners, study trips and talks from visiting guest speakers. Graphic Design students will either study two specialist modules exploring the wider possibilities of graphic

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design, or two modules which introduce and explore advertising and branding.

Level 6 is considered the 'portfolio year' and is largely concerned with the development of a high quality graduate portfolio of design/illustration work, alongside the writing of a substantial piece of critical writing. Given the highly vocational nature of this particular programme, the Level 6 curriculum is designed to allow students the opportunity to work on a wide variety of visual communication problems that will be recognised, understood and appreciated by potential employers. In Semester B students will engage in a number of projects including a single, large Final Major Project and a comprehensive self-promotion and portfolio development exercise.

The option to complete their final year of study at the University of Hertfordshire in the UK is guaranteed to any student meeting the requirements for progression from L5 to L6 study. Students may also choose to undertake their Level 5 studies at the School of Creative Arts in the UK (subject to meeting the requirements for progression from L4 to L5 study) and **either** return to Moscow or remain in the UK to complete their final year of study. The student experience allows for a fully international experience, studying within a large UK university setting, drawing on the resources of the UK and London.

The programme is part of a portfolio of courses run as a franchise partnership between the University of Hertfordshire and the British Higher School in Moscow. The course structure and modules are based on the UK programme. The student experience is intended to bring together a hybrid of the approach of UK art and design education with strengths drawn from the Russian creative industries context and educational traditions.

B. Educational Aims of the Programme

The programme has been devised in accordance with the University's graduate attributes of programmes of study as set out in [UPR TL03](#).

Additionally this programme aims to:
- enable students to initiate, develop and realise original, creative and commercially relevant work in the fields of graphic design and illustration;
- provide students with a detailed knowledge and comprehensive understanding of key historical and contemporary developments in graphic design and/or illustration, including social, political, environmental, ethical and professional contexts;
- develop in students an ability to communicate effectively to a range of audiences, to collaborate with others, to listen, discuss and negotiate and to develop self-reflective practices;
- enable students to develop a range of personal and entrepreneurial skills which will equip them with the ability to respond to current and future career challenges.

and for the award of Graphic Design
- develop an awareness of the vital importance of core skills in typography, print production, narrative and interaction alongside idea generation techniques and the ability to craft and execute visual ideas to a high professional standard.

and for the award of Illustration
- promote the vital importance of all forms of image making and drawing along with other traditional and also contemporary craft/technology skills.

The programme accords with the University of Hertfordshire Graduate Attributes:

1. Professionalism, employability and enterprise: The University promotes professional integrity and provides opportunities to develop the skills of communication, independent and team working, problem solving, creativity, digital literacy, numeracy and self-management. Our graduates will be confident, act with integrity, set themselves high standards and have skills that are essential to their future lives.

2. Learning and research skills: The University fosters intellectual curiosity and provides opportunities to develop effective learning and research abilities. Our graduates will be equipped to seek knowledge and to continue learning throughout their lives.

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3. Intellectual depth, breadth and adaptability: The University encourages engagement in curricular, co-curricular and extracurricular activities that deepen and broaden knowledge and develop powers of analysis, application, synthesis, evaluation and criticality. Our graduates will be able to consider multiple perspectives as they apply intellectual rigour and innovative thinking to the practical and theoretical challenges they face.

4. Respect for others: The University promotes self-awareness, empathy, cultural awareness and mutual respect. Our graduates will have respect for themselves and others and will be courteous, inclusive and able to work in a wide range of cultural settings.

5. Social responsibility: The University promotes the values of ethical behaviour, sustainability and personal contribution. Our graduates will understand how their actions can enhance the wellbeing of others and will be equipped to make a valuable contribution to society.

6. Global awareness: The University fosters discussion of complex and evolving world issues. Our graduates will be confident to act effectively in settings where language and culture are not familiar to them and will have an understanding of international traditions and practices both within, and beyond, their discipline.

C. Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the QAA benchmark statements for Art and Design and the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014) and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education (2016) have been used as a guiding framework for curriculum design.

Knowledge and Understanding	Teaching and learning methods	Assessment strategy
A1- Theoretical, historical, social, political, environmental and ethical contexts relating to graphic design and illustration. A2 – The selection of appropriate visual languages in the practice of visually communicating to defined audiences. A3- The application of rigorous design processes and project development methodologies. A4- Developments within historic and contemporary professional practice within their field.	Acquisition of knowledge and understanding is through a combination of lectures, studio-based project work and workshops at all levels. (A1 to A4 and A4, A5) Learning is instigated by set projects with tutorial support including individual and small group tutorials (A1 to A4). For A5 and A7, self-managed learning, responsible independence and autonomy develop knowledge and understanding of the student's chosen specialist field in the context of projects proposed by students and negotiated with tutors to ensure the fulfilment of Learning Outcomes. Throughout, the learner is encouraged to undertake independent study both to	Knowledge and understanding are assessed through in-module assessments, portfolio submissions and presentations in a range of media formats. From Level 4 Semester B onwards, students demonstrate their knowledge and understanding through a programme of work within dedicated award-specific modules. (A4, A5)

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and for the award of BA (Hons) Graphic Design

A5- Developments within historic and contemporary professional practice within graphic design.

and for the award of BA (Hons) Illustration

A6- Developments within historic and contemporary professional practice within illustration.

supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject.

The modules 'Visual Thinking: Histories, Theories and Context' (Level 4), 'Contextualising Contemporary Practice' (Level 5) and 'Degree Essay' (Level 6) make a particular contribution to the acquisition of cultural, historical and critical understanding (A1) and to the knowledge and understanding of current practices (A5, A6) especially at Levels 5 and 6. There is a requirement of written work at all levels and an extended essay at level 6. Additional academic writing support is available.

Intellectual skills	Teaching and learning methods	Assessment strategy
B1- Use a variety of research sources and methods, followed by critical analysis, selection and reflection. B2- Demonstrate a confidence and ability in the generation of original, appropriate and effective ideas using a range of approaches to solving visual communication problems. B3- Present an informed and appropriate range of solutions to design problems in critical response to a brief. B4- Demonstrate an ability to effectively use narrative and/or interaction to communicate to defined audiences.	Intellectual skills are developed through a combination of lectures and studio-based module work. (B1, B2, B3, B4) Typically, the student's conceptual development will be evident in a design process, which demonstrates creative thinking and problem solving, analysis and judgement in the development of solutions and a willingness to explore a range of media. Conceptual skills are an integral part of studio work and are fostered by set briefs, in-module exercises and workshops (B2, B3, B4) The 'Visual Thinking: Histories, Theories and Context' (Level 4), 'Contextualising Contemporary Practice' (Level 5) and 'Degree Essay' (Level 6) modules contribute significantly to the development of analytical thinking and enquiry skills (B1). Using narrative and interaction to communicate is introduced at the start Level 5, after which can choose whether to employ these	Intellectual skills are assessed through in-module assessments, portfolio submissions and presentations in a variety of media formats. Typically, evidence will consist of the final outcome; and in the case of practice-based modules – evidence of a design development process (for example sketchbooks, research, design ideas, proposals, records of processes, lists of sources and bibliographies).

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	techniques (B4). Throughout, the learner is encouraged to develop intellectual skills further by independent study.	
Practical skills	**Teaching and learning methods**	**Assessment strategy**
C1- Demonstrate competence, clarity and craftsmanship in the presentation and communication of ideas. C2 - Use appropriate visual languages, techniques, processes and materials. ***and for the award of BA (Hons) Illustration*** C3- Demonstrate professional competence in a variety of image making techniques, skills and mediums and be able to use these to convey meaning. ***and for the awards of BA (Hons) Graphic Design*** C4- Demonstrate professional competence in typography, layout and composition and be able to use these to convey meaning.	Practical skills are developed through regular workshops and set briefs, primarily at Levels 4 and 5. Advanced workshops or masterclasses are a feature of Level 6. Throughout, the learner is expected to consolidate their development of practical skills by independently using the School and University's resources.	Practical skills are assessed through the production values of module work and through portfolio submissions and presentations.
Transferable skills	**Teaching and learning methods**	**Assessment strategy**
D1- Research, edit, organise and present information effectively. D2- Demonstrate a high level of personal responsibility, initiative and resilience in the management of self learning. D3- Identify personal strengths and learning through reflection and evaluation, whilst responding flexibly to	Transferable skills are developed throughout the programme. Research and organisation skills (D1) are integral to module work at all levels. Personal responsibility and initiative (D2) becomes increasingly important as students progress to Level 6 study. Reflection and flexibility (D3) are developed through written and verbal comments, self-	Transferable skills are assessed through a range of assignments built into the curriculum and through presentations and negotiation of project briefs. In-module assessment is by submission of a portfolio and written work.

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discussions, recommendations and change.	assessment, negotiated projects and project summaries/rationales.
D4- Argue rationally and communicate effectively, both orally and in writing.	Communication skills (D4) are developed through written submissions, oral presentations and the presentation of finished outcomes.
D5- Work effectively within a team, forming a collaborative learning environment.	The ability to work with others (D5) is developed through collaborative projects.
D6- Demonstrate responsibility with regards to time management and other professional or entrepreneurial skills.	Professional and entrepreneurial skills are developed in practice-based modules during Level 5 and into Level 6, during industry-facing projects and through contact with external organisations.

D. Programme Structures, Features, Levels, Modules, and Credits

The programme is offered in full time (3 years) mode and leads to the following awards:

BA (Hons) Graphic Design
BA (Hons) Illustration

Entry is normally at level 4 with A-level or equivalent qualifications as detailed in section G but is possible at subsequent levels subject to appropriate qualifications and experience. Intake is normally Semester A (September).

Professional and Statutory Regulatory Bodies

No accreditation.

Work-Based Learning

Other Work Experience (Short and Medium Term)

The programme supports the student in opportunities to undertake live projects which may arise through their own endeavour and works to build such opportunities into the student's learning and assessment through negotiation of briefs and presentable outcomes. The term 'live projects' refers here to a range of activities that extends well beyond those that are primarily commercial and includes social enterprise projects undertaken in connection with community groups, arts organisations and other agencies. Where a student wishes to undertake a live project, it is a requirement that before it commences there is in place a learning contract that specifies clearly how it enables the student to fulfil the module Learning Outcomes; the materials to be submitted for assessment; the date of submission for that material; what the work means in terms of the student's attendance and workload and an appropriate strategy for supervision by a tutor. That contract has to be agreed by both the module tutor and the Programme Leader.

Programme Structure
The programme structure and progression information below (Table 1a and 1b) is provided for the Honours award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 identifies where each learning

outcome is assessed.

Table 1a Outline Programme Structure

Mode of study Full time

Entry point Semester A

Level 4

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Visual Communication (BHSAD)	4FTC2013	45	English	0	100	0	A
Visual Thinking: Histories, Theories and Context (BHSAD)	4FTC2014	30	English	0	100	0	AB

Before the start of Semester B students are required to choose either Graphic Design Essentials Part 1 or Illustration Essentials Part 1. Projects and workshops are carefully designed to enable students and staff to diagnose the appropriate award choice. One on one tutorials are also in place to discuss the student's strengths and future ambitions.
Projects and workshops in Level 4 Semester B are designed to enable students and staff to diagnose the appropriate award choice. One on one tutorials are also in place to discuss the student's strengths and future ambitions.

BA (Hons) Graphic Design Pathway

Compulsory Award Specific Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Graphic Design Essentials Part 1 (BHSAD)	4FTC2015	45	English	0	100	0	B

BA (Hons) Illustration Pathway

Compulsory Award Specific Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Illustration Essentials Part 1 (BHSAD)	4FTC2016	45	English	0	100	0	B

Progression to levels 5 and 6 requires a minimum of 90 and 210 credits respectively.

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Level 5

The Level 5 module listed in the table below is common to all the programme's degree awards and must be undertaken by all students irrespective of their degree pathway.

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Contextualising Contemporary Practice (BHSAD)	5FTC2013	30	English	0	100	0	AB

BA (Hons) Graphic Design Pathway

Compulsory Award Specific Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Graphic Design Essentials Part 2 (BHSAD)	5FTC2014	30	English	0	100	0	A
Graphic Design Studio Practice (BHSAD)	5FTC2015	15	English	0	100	0	A
Graphic Design Professional Development (BHSAD)	5FTC2016	15	English	0	100	0	B
Live Briefs: Graphic Design (BHSAD)	5FTC2017	30	English	0	100	0	B

BA (Hons) Illustration Pathway

Compulsory Award Specific Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Illustration Essentials Part 2 (BHSAD)	5FTC2018	30	English	0	100	0	A
Illustration Studio Practice (BHSAD)	5FTC2019	15	English	0	100	0	A
Illustration Professional Development (BHSAD)	5FTC2020	15	English	0	100	0	B
Commissions (BHSAD)	5FTC2021	30	English	0	100	0	B

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Level 6

The Level 6 modules listed in the table below are common to all the degree awards of the programme and must be undertaken by all students irrespective of their degree pathway.

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Degree Essay (BHSAD)	6FTC2012	30	English	0	100	0	A

BA (Hons) Graphic Design Pathway

Compulsory Award Specific Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Graphic Design Advanced Practice Part 1 (BHSAD)	6FTC2013	30	English	0	100	0	A
Graphic Design Advanced Practice Part 2 (BHSAD)	6FTC2014	30	English	0	100	0	B
Final Major Project: Graphic Design (BHSAD)	6FTC2015	30	English	0	100	0	B

BA (Hons) Illustration Pathway

Compulsory Award Specific Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Illustration Advanced Practice Part 1 (BHSAD)	6FTC2016	30	English	0	100	0	A
Illustration Advanced Practice Part 2 (BHSAD)	6FTC2017	30	English	0	100	0	B
Final Major Project: Illustration (BHSAD)	6FTC2018	30	English	0	100	0	B

The award of an honours degree requires 360 credit points passed with a minimum of at least 120 at level 6 including the final degree project appropriate to the award title.

Table 1b (below) details the minimum requirements for all awards.

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FULL TIME MODE (3 years)

LEVEL 4 Semester A	Semester B
Visual Communication 4FTC2013 45 credits	**Graphic Design Essentials Part 1** 4FTC2015 45 credits *or* **Illustration Essentials Part 1** 4FTC2016 45 credits
Visual Thinking: Histories, Theories and Context 4FTC2014 30 credits	
LEVEL 5 Semester A	Semester B
Graphic Design Essentials Part 2 5FTC2014 30 credits *or* **Illustration Essentials Part 2** 5FTC2018 30 credits	**Live Briefs: Graphic Design** 5FTC2017 30 credits *or* **Commissions** 5FTC2021 30 credits
Graphic Design Studio Practice 5FTC2015 15 credits *or* **Illustration Studio Practice** 5FTC2019 15 credits	**Graphic Design Professional Development** 5FTC2016 15 credits *or* **Illustration Professional Development** 5FTC2020 15 credits
Contextualising Contemporary Practice 5FTC2013 30 credits	
LEVEL 6 Semester A	Semester B
Graphic Design Advanced Practice Part 1 6FTC2013 30 credits *or* **Illustration Advanced Practice Part 1** 6FTC2016 30 credits	**Graphic Design Advanced Practice Part 2** 6FTC2014 30 credits *or* **Illustration Advanced Practice Part 2** 6FTC2017 30 credits
Degree Essay 6FTC2012 30 credits	**Final Major Project: Graphic Design** 6FTC2015 30 credits *or* **Final Major Project: Illustration** 6FTC2018 30 credits

Honours classification

The University has approved structure and assessment regulations common to all programmes. Full details are provided in UPR AS14, Section D.

Table 1b Final and interim awards available

The programme provides the following final and interim awards:

Final Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
BA (Hons)	Graphic Design; Illustration;	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)

Interim Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
University Certificate		45 credit points at level 4	4	See UPR AS11, section 13: http://sitem.herts.ac.uk/secreg/upr/AS11.htm
Certificate of Higher Education		120 credit points at level 4	4, 5	See UPR AS11, section 13: http://sitem.herts.ac.uk/secreg/upr/AS11.htm
Diploma of Higher Education	Graphic Design; Illustration;	240 credit points including at least 120 at level 5	5, 6	Graphic Design: A2, A5, B1, B2, B3, B4, C1, C3, D1, D4, D6 Illustration: A2, A7, B1, B2, B3, B4, C1, C2, D1, D4, D6
BA	Graphic Design; Illustration;	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	All programme learning outcomes (see Table 2)

Programme-specific assessment regulations

The programme complies with the University's academic regulations (in particular, UPR AS11, UPR AS12/UPR AS13 *(delete as applicable)* and UPR AS14) with the exception of those listed below, which have been approved by the University:

- Module 6FTC2012 Degree Essay **cannot** be substituted with equivalent credits from any level to improve the degree classification of the award BA (Hons) Graphic Design or BA (Hons) Graphic Design: Advertising and Branding or BA (Hons) Illustration.

Course Code	Award Title	Modules (child instance codes & title)	Must be included in classification algorithm?
CTGD GTIL	BA (Hons) Graphic Design BA (Hons) Illustration	6FTC2012 Degree Essay	Yes

Further points of clarification and interpretation relevant to this specific programme are given below:

- Students are expected to commit to all elements of their programme of study, be punctual in their attendance and meet deadlines. Persistent, unexplained absence or late arrival / departure from lectures, seminars and practicals is not acceptable. Attendance requirements will normally be highlighted within the relevant DMD (Definitive Module Document) or other assessment documentation (module guide or assignment brief). Lack of attendance may inhibit the student's ability to meet the learning outcomes of such modules leading to reduced or fail grades through poor performance.

Students transferring between UH and Franchise Partners:

In instances where a student has transferred between the UH and a Franchised version of *this* programme (or vice versa), final degree classification will be determined using the standard UH methodology (i.e. L5 performance will count towards classification, in addition to L6) irrespective of the location of the final year of study.

The programme operates a University-wide policy for treatment of serious adverse circumstances and students receive details in the Student Handbook.

Other information relevant to the programme

- **Copyright:** Students retain the Intellectual Property Rights, including copyright, in their films, images and other artefacts. Unless specifically notified by the student, the student grants the University the right to use any of their material for non-commercial academic use including the promotion of the Programme, School of Creative Arts and the University. The student may withdraw this consent at any time by contacting their programme leader.

E. Management of Programme & Support for student learning.

The programme is managed and administered through:

Management

The programme is managed and administered through:

- Head of British Programmes.
- A Deputy Director Academic Quality.
- Programme Leaders responsible for day to day management of the student experience, open days and selection processes.
- A designated Administrator to deal with day to day programme administration.
- Year Leaders responsible for general day to day management of the year group, including pastoral care.
- Module Leaders responsible for individual modules.
- Programme Committees.

    at UH by:

- Dean of School.
- Associate Dean of School International
- A Collaborative Partnership Leader responsible for day to day communications with BHSAD, academic quality and moderation processes.

Support
Students are supported by:

- Advice at the admissions stage to ensure they have a clear picture of the programme, with access to further information by email.
- An induction at the beginning of each new academic session.

- Academic Subject Group Leader to oversee and advise on programme related issues.
- A Programme Leader responsible for day to day management of the student experience, open days and selection processes.
- Year Leaders responsible for general day to day management of the year group, including pastoral care.
- Module Leaders responsible for individual modules.
- Tutors to provide academic and pastoral support.
- Student representatives on Programme Committees.
- StudyNet use as part of the learning environment.
- Access to digital and print collections of information resources.
- Careers advice for all current students and graduates.
- A Collaborative Partnership Leader who will meet students on a bi-annual basis.

F. Other sources of information

In addition to this Programme Specification, the University publishes guidance to registered students on the programme and its constituent modules:
- A Programme (or Student) Handbook;
- A Definitive Module Document (DMD) for each constituent module;
- A Module Guide for each constituent module.

The Ask Herts website provides information on a wide range of resources and services available at the University of Hertfordshire including academic support, accommodation, fees, funding, visas, wellbeing services and student societies.

As a condition of registration, all students of the University of Hertfordshire are required to comply with the University's rules, regulations and procedures. These are published in a series of documents called 'University Policies and Regulations' (UPRs). The University requires that all students consult these documents which are available on-line, on the UPR web site, at: http://www.herts.ac.uk/secreg/upr/. In particular, UPR SA07 'Regulations and Advice for Students' Particular Attention - Index' provides information on the UPRs that contain the academic regulations of particular relevance for undergraduate and taught postgraduate students.

In accordance with section 4(5) of the Higher Education and Research Act 2017 (HERA), the UK Office for Students (OfS) has registered the University of Hertfordshire in the register of English higher education providers. The Register can be viewed at: https://www.officeforstudents.org.uk/advice-and-guidance/the-register/the-ofs-register/. Furthermore, the OfS has judged that the University of Hertfordshire delivers consistently outstanding teaching, learning and outcomes for its students. It is of the highest quality found in the UK. Consequently, the University received a Gold award in the 2018 Teaching Excellence and Student Outcomes (TEF) exercise. This award was made in June 2018 and is valid for up to 3 years. The TEF panel's report and conclusions can be accessed at: https://www.officeforstudents.org.uk/advice-and-guidance/teaching/tef-outcomes/#/provider/10007147

G. Entry requirements

The normal entry requirements for the programme are:

Admission to the BA (Hons) programme is normally through one of the following specified routes or equivalent:
- foundation year of art and design study;
- school study showing a good academic profile, including ability in art and design subjects, equivalent to UK level 3 study;
- professional experience equivalent to a pre-degree year of study.

All students must have an IELTS score of 6 or equivalent.

Selection is usually by interview and portfolio inspection. BHSAD may specify that the applicant undertakes an entry exam.

Candidates for Level 4 should be able to show evidence of:

- a portfolio of work demonstrating a broad-based approach to visual language and media handling
- visual communications and problem-solving skills;
- an open-minded and questioning attitude to ideas and issues;
- a desire to engage in contextual debate in relation to graphic design / illustration practice;
- written and verbal communication skills.

Non-standard / Direct Applicants into Year 2

In the case of students seeking to transfer to the programme from either foundation degree courses or from another non BHSAD degree courses, applications will be looked at on a case by case basis.

Progression either to Level 5 or Level 6 of the BA (Hons) Graphic Design or BA (Hons) Illustration at the University of Hertfordshire in the UK is guaranteed to any student who, on completion of their Level 4 or Level 5 of study, has met the minimum requirements to progress to the next Level of Study. Candidates wishing to take up either of these options should, in the first instance, contact their programme administrator and will also be required to notify the School of Creative Arts Admissions Tutor in writing at the start of Semester B of their Level 4 or level 5 of study, as appropriate.

The programme is subject to the University's Principles, Policies and Regulations for the Admission of Students to Undergraduate and Taught Postgraduate Programmes (in UPR SA03), along with associated procedures. These will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

If you would like this information in an alternative format please contact:

Sebastian Campos (Graphic Design) / Christopher Rainbow (Illustration)
campos@bristishdesign.ru / rainbow@britishdesign.ru

or:

School of Creative Arts, University of Hertfordshire

Telephone: 01707 285300
Email: ctaschooladmin@herts.ac.uk

If you wish to receive a copy of the latest Programme Annual Monitoring and Evaluation Report (AMER) and/or the External Examiner's Report for the programme, please email a request to aqo@herts.ac.uk

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BA (Hons) Graphic Design

Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

	Module Title	Module Code	A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3	D4	D5	D6
			Knowledge & Understanding					Intellectual Skills				Practical Skills				Transferable Skills					
Level 4	Visual Communication	4FTC2013		×	×				×			×	×			×					
Level 4	Graphic Design Essentials Part 1	4FTC2015		×			×		×	×		×	×		×	×					
Level 4	Visual Thinking: Histories, Theories and Context	4FTC2014	×			×		×								×		×	×		
Level 5	Graphic Design Essentials Part 2	5FTC2014	×	×	×	×		×	×	×	×	×			×	×	×	×	×	×	×
Level 5	Graphic Design Studio Practice	5FTC2015		×			×		×			×	×		×		×		×	×	×
Level 5	Live Briefs: Graphic Design	5FTC2017		×			×		×	×		×	×		×	×	×		×	×	×
Level 5	Graphic Design Professional Development	5FTC2016	×				×	×				×	×		×	×		×	×		×
Level 5	Contextualising Contemporary Practice	5FTC2013	×			×		×								×		×	×		
Level 6	Graphic Design Advanced Practice Part 1	6FTC2013		×	×		×		×	×	×	×	×		×		×	×	×		×
Level 6	Graphic Design Advanced Practice Part 2	6FTC2014		×			×		×	×	×	×	×		×		×		×	×	×
Level 6	Final Major Project: Graphic Design	6FTC2015	×	×	×		×	×	×	×	×	×			×	×	×	×	×		×
Level 6	Degree Essay	6FTC2012	×			×		×								×	×	×	×		

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BA Hons Illustration

Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

	Module Title	Module Code	A1	A2	A3	A4	A6	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3	D4	D5	D6
Level 4	Visual Communication	4FTC2013		×	×				×			×	×			×					
Level 4	Illustration Essentials Part 1	4FTC2016		×			×		×	×		×	×	×		×					
Level 4	Visual Thinking: Histories, Theories and Context	4FTC2014	×			×		×								×		×	×		
Level 5	Illustration Essentials Part 2	5FTC2018	×	×	×	×		×	×	×	×	×		×		×	×	×	×	×	×
Level 5	Illustration Studio Practice	5FTC2019		×			×	×				×	×	×			×			×	×
Level 5	Commissions	5FTC2021		×	×		×	×	×				×	×		×	×			×	×
Level 5	Illustration Professional Development	5FTC2020	×				×	×				×		×		×		×	×		×
Level 5	Contextualising Contemporary Practice	5FTC2013	×			×		×								×		×	×		
Level 6	Illustration Advanced Practice Part 1	6FTC2016		×			×	×	×	×	×	×	×	×			×	×	×		×
Level 6	Illustration Advanced Practice Part 2	6FTC2017		×			×	×	×	×	×	×	×	×			×	×	×	×	×
Level 6	Final Major Project: Illustration	6FTC2018	×	×	×		×	×	×	×		×		×		×	×	×	×		×
Level 6	Degree Essay	6FTC2012	×			×		×								×	×	×	×		

KEY TO PROGRAMME LEARNING OUTCOMES

Knowledge and Understanding

A1. Theoretical, historical, social, political, environmental and ethical contexts relating to graphic design and illustration.

A2. The selection of appropriate visual languages in the practice of visually communicating to defined audiences.

A3. The application of rigorous design processes and project development methodologies.

A4. Developments within historic and contemporary professional practice within their field.

and for the award of BA (Hons) Graphic Design:

A5. Developments within historic and contemporary professional practice within graphic design

and for the award of BA (Hons) Illustration:

A6. Developments within historic and contemporary professional practice within illustration.

Practical Skills

C1. Demonstrate competence, clarity and craftsmanship in the presentation and communication of ideas.

C2 - Use appropriate visual languages, techniques, processes and materials.

and for the award of BA (Hons) Illustration:

C3. Demonstrate professional competence in a variety of image making techniques, skills and mediums and be able to use these to convey meaning.

and for the award of BA (Hons) Graphic Design:

C4. Demonstrate professional competence in typography, layout and composition and be able to use these to convey meaning.

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Intellectual Skills

B1. Use a variety of research sources and methods, followed by critical analysis, selection and reflection.

B2. Demonstrate a confidence and ability in the generation of original, appropriate and effective ideas using a range of approaches to solving visual communication problems.

B3. Present an informed and appropriate range of solutions to design problems in critical response to a brief.

B4. Demonstrate an ability to effectively use narrative and/or interaction to communicate to defined audiences.

Transferable Skills

D1. Research, edit, organise and present information effectively.

D2. Demonstrate a high level of personal responsibility, initiative and resilience in the management of self learning.

D3. Identify personal strengths and learning through reflection and evaluation, whilst responding flexibly to discussions, recommendations and change.

D4. Argue rationally and communicate effectively, both orally and in writing.

D5. Work effectively within a team, forming a collaborative learning environment.

D6. Demonstrate responsibility with regards to time management and other professional or entrepreneurial skills.

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Section 2

Programme management

Relevant QAA subject benchmarking statements	Art and Design
Type of programme	Undergraduate
Date of validation/last periodic review	May 21
Date of production/ last revision of PS	June 2021
Relevant to level/cohort	Level 4 entering September 2021
Administrative School	School of Creative Arts

Table 3 Course structure

Course details		
Course code	Course description	HECOS
CTBRGDI	Graphic Design and Illustration (BHSAD, Moscow)	
CTGD	**BA (Hons) Graphic Design**	100061
CTIL	**BA (Hons) Illustration**	100062

Transitional Arrangements

The new programme will roll out to Level 4 only in Sep/Oct 2021, followed by Level 5 in Sep/Oct 2022 and Level 6 in Sep/Oct 2023.

Where there are parallel modules for the different award titles, repeating students will be required to be enrolled on the module that is relevant to their chosen pathway.

REPEATING STUDENTS

Students who are repeating Level 4 modules:

Module that has been Failed	New module that student is to be re-enrolled on	Notes
Visual Communication 4FTC1192	Visual Communication 4FTC2013	Students will take new version of the same module, with like-for-like credits.
C&CS Level 4 Graphic Design and Illustration 4FTC1142	Visual Thinking: Histories, Theories and Context 4FTC2014	Students will take new module, with like-for-like credits.
Graphic Design Essentials Part 1 4FTC1193	Graphic Design Essentials Part 1 4FTC2015	Students will take new version of the same module, with like-for-like credits.
Illustration Essentials Part 1 4FTC1194	Illustration Essentials Part 1 4FTC2016	Students will take new version of the same module, with like-for-like credits.

Students who are repeating Level 5 modules:

Module that has been Failed	Module that student is to be re-enrolled on	Notes
Graphic Design Essentials Part 2 5FTC1230	Graphic Design Essentials Part 2 5FTC2014 **AND** Graphic Design Studio Practice 5FTC2015	In place of the previous 45-credit module, Graphic Design Essentials Part 2, students will study two new modules: Graphic Design Essentials Part 2 (30 credits) plus Graphic Design Studio Practice (15 credits) to a combined value of 45 credits.
Graphic Design Professional Development 5FTC1225	Graphic Design Professional Development 5FTC2016	Students will take new version of the same module, with like-for-like credits.
Graphic Design Live Projects 5FTC1226	Live Briefs: Graphic Design 5FTC2017	Students will take a new module, with like-for-like credits, specific to their chosen pathway.
Illustration Essentials Part 2 5FTC1227	Illustration Essentials Part 2 5FTC2018 **AND** Illustration Studio Practice 5FTC2019	In place of the previous 45-credit module, Illustration Essentials Part 2, students will study two new modules: Illustration Essentials Part 2 (30 credits) plus Illustration Studio Practice (15 credits), to a combined value of 45 credits.
Illustration Professional Development 5FTC1228	Illustration Professional Development 5FTC2020	Students will take new version of the same module, with like-for-like credits.
Illustration Commissions 5FTC1229	Commissions 5FTC2021	Students will take new version of the same module, with like-for-like credits.
C&CS Level 5 Graphic Design and Illustration 5FTC1156	Contextualising Contemporary Practice 5FTC2013	Students will take new module, with like-for-like credits.

Students who are repeating Level 6 modules:

Module that has been Failed	Module that student is to be re-enrolled on	Notes
Graphic Design Advanced Practice Part 1 6FTC1172	Graphic Design Advanced Practice Part 1 6FTC2013	Students will take new version of the same module, with like-for-like credits.
Graphic Design Advanced Practice Part 2 6FTC1173	Graphic Design Advanced Practice Part 2 6FTC2014 **AND** Final Major Project: Graphic Design 6FTC2015	In place of the previous 60-credit module, Graphic Design Advanced Practice Part 2, students will study two new modules: Graphic Design Advanced Practice Part 2 (30 credits) plus Final Major Project: Graphic Design (30 credits) to a combined value of 60 credits.
Illustration Advanced Practice Part 1	Illustration Advanced Practice Part 1	Students will take new version of the same module, with like-for-like credits.

6FTC1174	6FTC2016	
Illustration Advanced Practice Part 2 6FTC1175	Illustration Advanced Practice Part 2 6FTC2017 **AND** Final Major Project: Illustration 6FTC2018	In place of the previous 60-credit module, Illustration Advanced Practice Part 2, students will study two new modules: Illustration Practice Part 2 (30 credits) plus Final Major Project: Illustration (30 credits), to a combined value of 60 credits.
Graphic Design and Illustration L6 Degree Essay 6FTC1176	Degree Essay 6FTC2012	Students will take new module, with like-for-like credits.