

**DEFINITIVE COURSE RECORD**

Course Title	<b>BA (Hons) Graphic Design (Graphic Illustration)</b>
Awarding Bodies	<b>University of Suffolk</b>
Level of Award <sup>1</sup>	<b>FHEQ Level 6</b>
Professional, Statutory and Regulatory Bodies Recognition	<b>None</b>
Credit Structure <sup>2</sup>	<b>360 Credits</b> <b>Level 4: 120 Credits</b> <b>Level 5: 120 Credits</b> <b>Level 6: 120 Credits</b>
Mode of Attendance	<b>Full-time and part-time</b>
Standard Length of Course <sup>3</sup>	<b>3 years full-time</b>
Intended Award	<b>BA (Hons) Graphic Design</b>

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the teaching and learning experience, further enabling students to become enterprising and employable graduates.

### **Course Aims**

The primary aim of the BA (Hons) Graphic Design (Graphic Illustration) programme is to educate students so that they are able to work as creative visual communicators, or to support their progression onto a postgraduate course, either straight after graduating or later in life. The course also aims to teach many transferable and employable skills that will enable students to meet the challenges of a changing world, allow them to be agile in their use of existing and emerging technology, and to encourage a professional self-awareness in order that they are more able to influence their own career decisions in line with their personal creative ambitions.

The course provides a suitable base for a wide variety of potential employment types, whether that relates to working as an employee, becoming self-employed, or working as a freelancer. The teaching of creative and analytical thinking, research skills, problem solving, communication skills, time-management and self-organisation, are all embedded within the delivery of the course. This aims to allow students to develop personal and professional attributes which can be applied to a wide range of post-course options, both within and outside of the field of graphic design.

The course aims:

- To provide a flexible, stimulating and challenging learning experience that accommodates the diverse academic and vocational backgrounds and prepares you for your future careers;
- To nurture and maintain a commitment to intellectual and personal development in order to form a basis for a lifetime of experience and learning;
- To provide an educational framework that promotes the development of broad professional Graphic Design and/or Graphic Illustration awareness and abilities, alongside the acquisition of transferable and employability skills;
- To promote the cultural and vocational relevance of the course and enable links with practitioners, professional organizations, the creative industries and the wider community in general;
- To assist and encourage students to develop a mature and self-motivated attitude in creating and producing original solutions with a diverse, explorative range of creative and critical approaches and methods;
- The course aims correlate with the defining principles stated of the QAA Benchmark Statement for Art and Design 2017, which reflect the course philosophy and the distinctive nature of your student experience on this course at University of Suffolk.

### **Course Learning Outcomes**

The following statements define what students graduating from the BA (Hons) Graphic Design (Graphic Illustration) course will have been judged to have demonstrated in order to achieve the award.



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### Course Design

The design of this course has been guided by the following QAA Benchmarks:

- QAA Subject Benchmark Statements Art and Design, February 2017

### Course Structure

The BA (Hons) Graphic Design (Graphic Illustration) comprises modules at levels 4, 5 and 6.

Module Specifications for each of these modules is included within the course handbook, available to students on-line at the beginning of each academic year.

	Module	Credits	Module Type <sup>7</sup>
Level 4			
	Digital Interpretations	20	M
	Idea Generation in Graphic Illustration	20	M
	Typographic Explorations	20	M
	Print Media for Graphic Illustration	20	M
	Exploring Visual Language	20	M
	Contextual Studies	20	M

Level 5



