

PROGRAMME SPECIFICATION

Bachelor of Arts with Honours in Graphic Design and Illustration

Awarding institution	Liverpool John Moores University
Teaching institution	LJMU
UCAS Code	W210
JACS Code	W210
Programme Duration	Full-Time: 3 Years
Language of Programme	All LJMU programmes are delivered and assessed in English
Subject benchmark statement	Art & Design (2008)
Programme accredited by	
Description of accreditation	
Validated target and alternative exit awards	Bachelor of Arts with Honours in Graphic Design and Illustration Diploma of Higher Education in Graphic Design and Illustration Certificate of Higher Education in Graphic Design and Illustration
Programme Leader	Ian Mitchell

Educational aims of the programme

To provide an interdisciplinary learning environment that is distinctive, relevant, coherent and intellectually stimulating.

To equip students with practical and theoretical skills that are adaptable, flexible and transferable.

To develop approaches to the study and production of visual material that are critical, analytical, reflective and self-motivated.

To cultivate enthusiasm, imagination and creativity in visual communication.

To encourage self-expression, exploration and experimentation with a wide range of graphic materials, processes and media.

To develop independent and creative thinkers, who have an awareness of their role in society as creative practitioners and producers of cultural artefacts.

To support learning through diverse teaching and assessment practices underpinned by staff scholarship and research.

To equip students with a professional attitude in preparation to sustain a fulfilling future career.

To encourage students to engage with the development of employability skills by completing a self-awareness statement.

Alternative Exit/ Interim Award Learning Outcomes - Certificate of Higher Education

A student who is eligible for this award will be able to:

Demonstrate knowledge of the underlying concepts and principles associated with their area(s) of study, and an ability to evaluate and interpret these within the context of that area of study.

Present, evaluate, and interpret qualitative and quantitative data, to develop lines of argument and make sound judgements in accordance with basic theories and concepts of their subject(s) of study.

Evaluate the appropriateness of different approaches to solving problems related to their area(s) of study and/or work.

Communicate the results of their study/work accurately and reliably, and with structured and coherent arguments.

Undertake further training and develop new skills within a structured and managed environment.

Will have qualities and transferable skills necessary for employment requiring the exercise of some personal

responsibility.

Alternative Exit/ Interim Award Learning Outcomes - Diploma of Higher Education

A student who is eligible for this award will be able to:

Demonstrate knowledge and critical understanding of the well-established principles of their area(s) of study, and of the way in which those principles have developed.

Apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an employment context.

Demonstrate knowledge of the main methods of enquiry in their subject(s), and ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study.

Understand the limits of their knowledge, and how this influences analyses and interpretations based on that knowledge.

Use a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis.

Effectively communicate information, arguments, and analysis, in a variety of forms, to specialist and non-specialist audiences, and deploy key techniques of the discipline effectively.

Undertake further training, develop existing skills, and acquire new competences that will enable them to assume significant responsibility within organisations.

Will have qualities and transferable skills necessary for employment requiring the exercise of personal responsibility and decision-making.

Target award Learning Outcomes - Bachelor of Arts with Honours

A student successfully completing the programme of study will have acquired subject knowledge and understanding as well as skills and other attributes.

Knowledge and understanding

A student who is eligible for this award will be able to:

A1. Knowledge of the broad critical and contextual dimension of Graphic Design and Illustration.

A2. Awareness of issues associated with Graphic Design and Illustration practice in relation to audiences, clients and other professional contexts.

A3. Understanding of the creative, aesthetic and conceptual methodologies used in the design and production of visual communication.

A4. Understanding of developments in current and emerging media and technologies used in the design and production of visual communication.

Teaching, learning and assessment methods used to enable outcomes to be achieved and demonstrated

Teaching and learning is delivered primarily through set practical studio based projects supported by a programme of lectures, demonstrations, seminars and tutorials.

Teaching sessions include: supervised time in the studio or workshops; lectures, presentations and talks; demonstrations of skills and techniques; and external visits.

Learning is consolidated through: seminars, tutorials and guided independent learning.

Blackboard will make teaching materials readily available.

Assessment

Coursework assessment, including:

Project outputs/Artefacts (artworks, designs, visual essays, proposals); Portfolios (project work and supporting research and development work); Portfolios (project work, artefacts and supporting written work); and Written assignment (essays).

Skills and other attributes

Intellectual Skills

A student who is eligible for this award will be able to:

B1. To integrate theory and practice within the framework of Graphic Design and Illustration.

- B2. To evaluate a brief and formulate an appropriate response.
- B3. To synthesise information and reference material from a variety of sources.
- B4. To identify, apply and present appropriate media in the communication of ideas.

Teaching, learning and assessment methods used to enable outcomes to be achieved and demonstrated

Teaching and learning is delivered primarily through practical studio based projects supported by a programme of lectures, demonstrations, seminars and tutorials.

Teaching sessions include: supervised time in the studio or workshops; lectures, presentations and talks; and external visits.

Learning is consolidated through: seminars, tutorials, critiques, presentations and guided independent learning.

Studio based group critiques engage the students in critical discussion around their work in the context of their peer group.

All students will be assigned a personal tutor who will be responsible for overseeing their academic development.

Assessment

Coursework assessment, including:

Project outputs/Artefacts (artworks, designs, visual essays, proposals); Portfolios (practical project work and supporting research and development work); Portfolios (research project work, artefacts and supporting written work); Presentations (proposals); and Written assignment (essays).

Professional practical skills

A student who is eligible for this award will be able to:

- C1. To source and apply research, work independently and confidently apply practical and technical knowledge in an appropriate and professional manner.
- C2. To generate a range of ideas and visual works in response to creative tasks, set briefs and/or self-initiated projects.
- C3. To demonstrate effective working practices in relation to Graphic Design, Illustration and related creative professions.
- C4. To utilise materials, processes, media and technologies creatively and imaginatively.

Teaching, learning and assessment methods used to enable outcomes to be achieved and demonstrated

Teaching and learning is delivered primarily through set practical studio based projects and workshops demonstrations supported by a programme of seminars and tutorials.

Teaching sessions include: supervised time in the studio or workshops; demonstrations of skills and techniques; and presentations and talks.

Learning is consolidated through: seminars, tutorials, critiques, presentations and guided independent learning.

Students will be encouraged to engage in the continued acquisition of professional practical skills through independent learning.

Assessment

Coursework and Practical assessment, including:

Project outputs/Artefacts (artworks, designs); Portfolios (practical project work and supporting development work); Presentations (proposals); Reflection (online portfolios).

Transferable / key skills

A student who is eligible for this award will be able to:

- D1. To communicate ideas, information, problems and solutions in visual, written and oral forms.
- D2. To identify and apply a variety of creative approaches to solving problems.
- D3. To set goals, plan and organise tasks.
- D4. To apply interpersonal and social skills.
- D5. To work effectively and efficiently in collaboration with others.

Teaching, learning and assessment methods used to enable outcomes to be achieved and

demonstrated

These skills are implicit within the overall learning and teaching methods employed on the programme:

The programme is a studio based activity and as such places great emphasis on the importance of a studio culture in which students engage with their studies on-site and develop a meaningful, on-going dialogue with tutors and their peers about their work.

Supervised studio work provide opportunity for engagement in visual communication, creative problem solving and project planning and organisation and interpersonal and social skills.

Seminars provide the opportunity for discussion and the development of verbal skills.

Team based workshops and studio projects provide opportunity for collaboration with peers and external partners.

Extra-curricular activities including placements, collaborative projects, and social and cultural activities will also develop these skills.

PDP and personal tutorials provide opportunity for personal development through reflection and self-evaluation.

Assessment

Coursework and Practical assessments throughout the programme will allow students to demonstrate transferable / key skills.

Programme structure - programme rules and modules

Programme rules

The programme is taught and assessed within the Academic Framework. Students must take 120 credits of Graphic Design and Illustration modules at each Level of the programme (Levels 4, 5 and 6). Each Level of the programme should normally be completed in one academic year. The programme should normally be completed in three academic years. If circumstances require a student to need longer to complete the programme, this should be done in no more than five years. Modules are two types: core and option. Modules are 20 credits at Levels 4 and 5 and 40 credits at Level 6.

The programme begins with an introduction to the potential of Graphic Design and Illustration at Level 4 and moves towards a focus on a specialist direction at Levels 5 and 6. Specialism in either Graphic Design or Illustration is defined by a discrete set of 80 credits of module options at Level 5. All other Level 5 and 6 modules are core, and continue to stress common themes and practices across disciplines. Once defined at Level 5 a student's specialism is delivered at Level 6 through project options within core modules and the allocation of specialist supervisors and studio tutors.

At Level 4, all modules are core. Level 4 modules are coordinated into coherent semester sets, offering students a holistic learning experience, supporting their transition to university. Semester 1 modules focus on induction and orientation, introducing students to key concepts, processes and references that underpin and inform the study, making and application of graphic design and illustration. Semester 2 modules explore the role of images and text in visual communication.

At Level 5 specialism in either Graphic Design or Illustration is defined by a discrete set of 80 credits of module options. Like Level 4 these option modules have been designed as coherent semester sets, offering students the most appropriate sequence of teaching and learning for each specialism in each semester. Each semester is supported by a core module.

There will be an option in Level 5 for students to apply for replacement of 60 credits of Level 5 with appropriate study abroad using 5120GD Study Abroad module. The study abroad option will comply fully with the LJMU Placement Code of Practice.

At Level 6 a student's specialism is defined by project options within core modules and the allocation of specialist supervisors and studio tutors. The year is made up of three 40 credit core modules, that offer students the opportunity to individually tailor their learning through a range of research based projects, set projects and self-initiated or self-directed projects. Students are taught throughout the year by their Personal Tutor. PDP activities assist students choose project options and to support them in relation to their learning opportunities to future career and/or personal aspirations.

Level 6	Potential Awards on completion	Bachelor of Arts with Honours
Core	Option	Award Requirements
6101GD Graphic Arts Research Project (40 credits) 6102GD Studio Projects (40 credits) 6103GD Future Focus (40 credits)		120 core credits at level 6 0 option credits at level 6
Level 5	Potential Awards on completion	

Core	Option	Award Requirements
5101GD Investigate, Document, Present (20 credits) 5110GD Future Thinking (20 credits)	5102GD Graphic Design and Typography (20 credits) 5103GD Graphic Design and the Screen (20 credits) 5104GD Graphic Design and Identity (20 credits) 5105GD Graphic Design and Context (20 credits) 5106GD Illustration (Text and Image) (20 credits) 5107GD Illustration (Materials and Media) (20 credits) 5108GD Illustration (Creative Practice) (20 credits) 5109GD Illustration (Context) (20 credits)	40 core credits at level 5 80 option credits at level 5

Level 4	Potential Awards on completion	
Core	Option	Award Requirements
4101GD What? Studying Graphic Design and Illustration (20 credits) 4102GD How? Making Graphic Design and Illustration (20 credits) 4103GD Why? Applying the Creative Process (20 credits) 4104GD Images (20 credits) 4105GD Words (20 credits) 4106GD Discourse (20 credits)		120 core credits at level 4 0 option credits at level 4

Information about assessment regulations

All programmes leading to LJMU awards operate within the University's Academic Framework.
<https://www.ljmu.ac.uk/about-us/public-information/academic-quality-and-regulations/academic-framework>

BA Hons Graphic Design and Illustration has a variance from the Academic Framework to deliver the following modules

6101GD Graphic Arts Research Project 40 credits (year long)

6102GD Studio Projects 40 credits

6103GD Future Focus 40 credits

Opportunities for work-related learning (location and nature of activities)

At Level 5 students specialise in either Graphic Design or Illustration – both established career pathways. In semester 2, two 20 credit module options for both specialism focus on the broader issues of each profession and will offer students the opportunity to enhance employability through professional development and work-related learning activities. Graphic Design and Identity examine the professional framework of identity and branding whilst Illustration (Creative Practice) explores the boundaries of contemporary illustration practice. Graphic Design in Context and Illustration (Context) develop students' awareness of the current social and economic context for their practice and offers them the opportunity to place their own emerging practice within the field. The programme's network of professional external partners is used to support these modules. The modules introduce students to the working environment of current practitioners through guest lectures and Q&A sessions from industry professionals and studio visits. Projects are developed in collaboration with industry professionals and specific professional practices are introduced through workshops delivered by guest professionals.

At Level 6 all modules emphasise students undertaking projects that match their personal interests and career aspirations and as such give them opportunities to develop their employability prospects. The programme sees the portfolio of projects that a student develops during the course as the most valuable manifestation of their professional development. Studio Projects and Future Focus both include project options that are developed in collaboration with industry professionals. Additional placement opportunities can be accommodated within the Future Focus module in consultation with a student's personal tutor. Future Focus also requires students to

design, build and publish a personal website presenting their portfolio of design work to the creative industries. All work related learning is supported and monitored by the programme's PDP activities.

Criteria for admission

A/AS Level

112 UCAS points from a minimum of 2 A levels to include Art/Design subject. Maximum of 20 AS points accepted.

BTEC National Diploma

112 UCAS points from an Art/Design qualification.

Irish Leaving Certificate

112 UCAS points from an Art/Design qualification. Maximum of 20 UCAS Tariff points at Ordinary Level .

Scottish Higher

112 UCAS points to include 2 Advanced Higher, one of which must be an Art/Design subject.

International Baccalaureate

26 IB points to include Art/Design.

Access

At least 15 Distinctions and 30 Merits or any other combination that equates to 112 UCAS tariff points in an Art/Design subject.

Other

Foundation in Diploma Studies acceptable towards overall tariff points.

All short-listed applicants are invited to attend interview prior to an offer being made. Applicants are awarded an offer on the quality of their presented portfolio of work, performance at interview and academic attainments.

Applications to Level 5 and 6 will be considered on an individual basis and in line with the Recognition of Prior (Experiential) Learning Policy.

Mature entry

Applications are welcomed from mature and non-standard applicants, who will be considered on an individual basis. These applicants may be required to submit an essay and/or attend an interview, and should demonstrate potential and motivation and/or have relevant experience.

Overseas qualifications

International applications will be considered in line with UK qualifications. Any applicant whose first language is not English will be required to have IELTS 6.0 (minimum 5.5 in each component) or acceptable equivalent.

External Quality Benchmarks

All programmes leading to LJMU awards have been designed and approved in accordance with the UK Quality Code for Higher Education, including the Framework for Higher Education Qualifications in the UK (FHEQ) and subject benchmark statements where applicable.

The University is subject to periodic review of its quality and standards by the Quality Assurance Agency (QAA) Published review reports are available on the QAA website at www.qaa.ac.uk

Programmes which are professionally accredited are reviewed by professional, statutory and regulatory bodies (PSRBs) and such programmes must meet the competencies/standards of those PSRBs.

Support for students and their learning

The University aims to provide students with access to appropriate and timely information, support and guidance to ensure that they are able to benefit fully from their time at LJMU. All students are assigned a Personal Tutor to provide academic support and when necessary signpost students to the appropriate University support services.

Students are able to access a range of professional services including:

- Advice on practical aspects of study and how to use these opportunities to support and enhance their personal and academic development. This includes support for placements and careers guidance.
- Student Advice and Wellbeing Services provide students with advice, support and information, particularly in the areas of: student funding and financial matters, disability, advice and support to international students, study support, accommodation, health, wellbeing and counselling.
- Students studying for an LJMU award at a partner organisation will have access to local support services

Methods for evaluating and improving the quality and standards of teaching and learning

Student Feedback and Evaluation

The University uses the results of student feedback from internal and external student surveys (such as module evaluations, the NSS and PTES), module evaluation questionnaires and meetings with student representatives to improve the quality of programmes.

Staff development

The quality of teaching is assured through staff review and staff development in learning, teaching and assessment.

Internal Review

All programmes are reviewed annually and periodically, informed by a range of data and feedback, to ensure quality and standards of programmes and to make improvements to programmes.

External Examining

External examiners are appointed to programmes to assess whether:

- the University is maintaining the threshold academic standards set for awards in accordance with the FHEQ and applicable subject benchmark statements
- the assessment process measures student achievement rigorously and fairly against the intended outcomes of the programme(s) and is conducted in line with University policies and regulations
- the academic standards are comparable with those in other UK higher education institutions of which external examiners have experience
- the achievement of students are comparable with those in other UK higher education institutions of which the external examiners have experience

and to provide informative comment and recommendations on:

- good practice and innovation relating to learning, teaching and assessment observed by external examiners
- opportunities to enhance the quality of the learning opportunities provided to students

Please note:

This specification provides a concise summary of the main features of the programme and the 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 learning outcomes, content, teaching, learning and assessment methods of each module can be found in module and programme guides.