

PROGRAMME SPECIFICATION

Bachelor of Arts with Honours in Graphic Design and Illustration

Awarding institution	Liverpool John Moores University
Teaching institution	LIVERPOOL JOHN MOORES UNIVERSITY
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
Programme accredited by	
Description of accreditation	
Validated target and alternative exit awards	Bachelor of Arts with Honours in Graphic Design and Illustration Bachelor of Arts in Graphic Design and Illustration Diploma of Higher Education in 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 graphic and digital media

to support learning through diverse teaching and assessment practices underpinned by staff development and research

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

To encourage students to fully engage with the World of Work programme, including the World of Work Skills Certificate and, as a first step towards this, to complete Bronze (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:

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

and 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:

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

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. Graphic Design and Illustration within the broader historical, cultural and critical context of art and design.

A2. Professional constraints of Graphic Design and Illustration, related industries and contemporary practice.

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

A4. Established tools and emerging media used in the design and production of visual communication.

A5. Critical approaches to the discussion of Graphic Design and Illustration practice.

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

Project based practical studio sessions supported by a programme of lectures, group seminars, workshops, individual tutorials and group critiques.

Complementary research modules at Level 4 and Level 5 support the practical studio projects and move towards an extended research project at Level 6 based around the application of writing.

Personal development planning (PDP) modules supports students' progress and choices at all levels of the programme

Work related learning modules at Levels 5 and 6 support students preparedness for professional practice.

Assessment

Portfolio (comprising completed practical projects with supporting research and development work).

Dissertation (comprising a written proposal, final research content, with supporting bibliography, critical evaluation and associated supporting work)

Reflection (comprising portfolio design, PDP folder with supporting CV, blog and/or online presence)

Skills and other attributes

Intellectual Skills

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

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

B2. Evaluate a brief and formulate an appropriate response.

B3. Synthesise information and reference material from a variety of sources.

B4. Identify, apply and present appropriate media in the communication of ideas.

B5. Critically evaluate works of art and design.

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

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Professional practical skills

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

C1. Utilise a variety of information resources to locate relevant reference material.

C2. Utilise Graphic Arts' materials, processes and technology in a creative and professional manner.

C3. Participate in constructive discussion.

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

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Transferable / key skills

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

D1. Engage in verbal, visual and written communication.

D2. Identify and apply approaches to solving problems.

D3. Set goals, plan and organise tasks.

D4. Utilise information communications technology.

D5. Engage in team-based activity.

D6. Evaluate career aspirations.

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

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Programme structure - programme rules and modules

Programme rules

The programme is offered in full time mode leading to the award of BA (Hons). The award of BA (Hons) requires the successful completion of 360 credits across three levels of the programme at a pass mark of 40% or above.

Graphic Design and Illustration is a diverse subject area encompassing the component disciplines of graphic design, illustration, animation, multimedia, interactive design, motion graphics, printmaking and photography. The programme offers a broad contextual framework within which students develop a chosen specialism. The programme begins with an introduction to the potential of Graphic Design and Illustration and its component disciplines at Level 4 and moves towards a focus on a specific career direction at Levels 5 and 6. This is achieved by a sequence of PDP focussed modules at Level 4 and Level 5 supporting students through specialised pathways and increasingly specialist career aspirations as they progress through the programme. Specialist pathways in either Graphic Design or Illustration are defined by a discrete set of 48 credits of module options at Level 5 and 24 credits at Level 6. All other Level 5 and 6 modules are shared by both pathways, and continue to stress common themes and practices across disciplines.

Personal Development Planning (PDP) is embedded into a 24 credit module at all levels of the programme and is the primary mechanism through which students' pathway choices, overall progress and aspirations are discussed and monitored. PDP support centres around tutorial guidance and the on-going development of a portfolio of coursework. PDP modules will also offer students the opportunity to engage in work-related learning opportunities and the School's WoW syllabus.

Practical studio modules are typically organised into one or more projects.

Project work is based around stages of research, development, production and critique. The duration and importance of each of these stages changes according to the nature of a project.

Contextual studies modules will typically complement the research and critique phases of studio modules.

Independent and self-directed learning is encouraged at all levels of the programme.

Level 4 students all undertake the same programme of modules. All modules are year long, however, the delivery of Introduction to Graphic Arts will mainly take place in Semester 1, whilst the delivery of Visual Communication will mainly take place in Semester 2. The other modules will have clearly defined assessable components for each semester too.

The main aim of Level 4 is to introduce students to the full range of activity encompassed by the programme through a series of projects with diagnostic elements that inform choices about the subsequent pathways through the programme. Independent learning is centred on research aspects of project work and encouraging students to explore their own interests. Group based activity is encouraged through seminar and workshop sessions. The level concludes with a short self-directed project as part of the Pathway module.

Level 4, Semester 1 : Key theme : Induction

All students undertake the same project work during Semester 1.

The Pathway module offers an introductory ice-breaker project and a series of staff lectures to introduce students to the possibilities of the pathway options.

The Introduction to Graphic Arts module outlines the differences between conceptual and visual approaches to Graphic Design and Illustration and introduces key graphics skills and processes. The Introduction to Craft and Technology module introduces additional technical areas, resources and digital processes. Workshop projects have a diagnostic role and students' responses to these projects will inform future choices.

A common department lecture programme introduces important common design themes that underpin and inform Graphic Design and Illustration in the Key Ideas in Design and Society module.

A briefing for the Visual Communication module and PDP session towards the end of the semester assists students in making decisions for Semester 2.

Level 4, Semester 2 : Key theme : Experimental approaches

The Visual Communication module contains project options that are intended to inform and diagnose students' future pathway choice. Emphasis on the common ground between Graphic Design and Illustration's component disciplines maintained parity between project choices. Projects are driven by a culture of enquiry and exploration in an attempt to challenge the students' favoured approaches to answering a brief.

The Introduction to Craft and Technology module continues with a team based project that encourages students to explore the playfulness and interaction in the design process.

The Pathway Project module concludes Level 4 with a brief taste of the specialised study that characterises Level 5 and aims to confirm that students have made an appropriate choice.

A PDP session towards the end of the semester will assist students in making a decision about their pathway choice for level 5.

Final assessment of Level 4 takes place at the end of Semester 2.

Progression from Level 4

Level 4 minimum pass performance (40%) in modules to a value of 120 credits.

At the discretion of the PAB students may progress to Level 5 with only 96 credits.

Certificates of Higher Education are awarded to students who have demonstrated:

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

an ability to 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

Typically, holders of a Certificate of Higher Education qualification will be able to:

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

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

Level 5 students undertake core modules from one of two possible pathway options. Pathway delivery is organised around a semester structure in which most of the practical activities take place in one semester. Other modules run year long with clearly defined formative assessment points for each semester. Typically students will be expected to remain within their chosen pathway for the duration of level 5.

The main aim of Level 5 study is to allow students to engage in a series of projects that develop, define and reinforce their identity within a specialist area. In this context pathway options are considered as core study.

Independent learning is centred around research aspects of project work and encouraging students to develop their own interests. Group based activity is encouraged through seminar and workshop sessions and the Professional Development module. Practical work is increasingly orientated around students' individual skills and qualities.

Level 5, Semester 1 : Key theme : experimentation

Each pathway option comprises two discrete modules that each contain a range of project choices. Pathways are delivered along parallel lines.

Projects are driven by a culture of experimentation with a view to allowing students to develop and expand their individual visual language.

The Graphic Design 1 module is centred on a knowledge base including graphic design, art direction, multimedia, typography, web design and motion graphics. This pathway favours a more conceptual approach to problem solving and is directed at students with a preference for career aspirations within Graphic Design.

The Illustration 1 is centred on a knowledge base including illustration, animation and drawing. This pathway favours a more image-based and narrative approach to problem solving and is directed at students with a preference for career aspirations within Illustration.

Both modules are supported by the Professional Development; Digital, Media and Craft; and Approaches to Research modules that maintains parity between pathway project choices.

The Professional Development module introduces both pathways to the working environment of Graphic Designers and Illustrators and prepares students for industry and work-related learning opportunities.

The Digital, Media and Craft module contains project workshops introducing the potential of craft, emerging technology and digital media.

The Approaches to Research module contains a series of lectures exploring current design research themes and explores the role of research in design practice.

A briefing for the Graphic Design 2 and Illustration 2 modules and PDP session towards the end of the semester assists students in making decisions for Semester 2.

Level 5, Semester 2 : Key theme : application

The Graphic Design 2 and Illustration 2 modules develop the approaches explored in Semester 1 and contain project options that apply these approaches within a broader professional framework.

Students have the opportunity to undertake placements, live projects and/or group projects as part of the work-related component of Professional Development module.

The Digital, Media and Craft module concludes with a project related to: digital craft, emerging technology and/or digital publishing and involve a more self-directed, learning agreement based approach.

The Approaches to Research module results in a written research proposal for the Level 6 Graphic Arts Research Project.

A PDP session towards the end of the semester will assist students in making a decision about their pathway choice for Level 6 and discuss how this will influence a project proposal for the Level 6 Process and Practice module.

Final assessment of Level 5 modules takes place at the end of the semester during which they are delivered.

Progression from Level 5

Level 5 minimum pass performance (40%) in modules to a value of 120 credits. At least 120 credits required from Level 4.

At the discretion of the PAB students may progress to Level 6 with only 96 credits from Level 5. All core modules must be passed before starting the next level.

Diplomas of Higher Education are awarded to students who have demonstrated:

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

ability to 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

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

an understanding of the limits of their knowledge, and how this influences analyses and interpretations based on that knowledge

Typically, holders of a Diploma of Higher Education qualification will be able to:

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

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

Students undertake four modules at Level 6, one of which is chosen from 2 possible pathway options. All modules are year long, however students are encouraged to complete most of the practical work in either one of the semesters.

The main aim of Level 6 is to allow students to develop their identity as a practitioner within their chosen specialism, make preparations for a professional career and help develop their organisational skills through having to manage a more complex workload.

Independent learning is characterised by self-directed projects that are monitored via a series of personal tutorials. Group based activity is encouraged through live and collaborative projects, seminar and workshop sessions.

Level 6, Semester 1 : Key theme : applied practice

The Graphic Arts Research Project module is an opportunity for students to explore a chosen subject in some depth and typically generate a response based around writing and factual content. Typically the written content for this project is concluded by the end of the semester.

The Process and Practice module requires students to undertake set projects exploring specific craft or technical processes relevant to their chosen specialism and are supported by a series of studio workshops.

The Portfolio and Professional Development module requires students to undertake industry and work related learning opportunities through placements, live or collaborative projects or competition briefs.

A PDP session towards the end of the semester assists students in making decisions about managing their workload over the Christmas break in preparation for an interim assessment at the beginning of Semester 2. Students are expected to have at least formulated a study plan for their Self-Directed Project by the end of the semester and will typically have started some preliminary work.

Level 6 Semester 2 : Key theme : future focus

The Self-Directed Project module is based around learning agreements and personal projects. Students are encouraged to develop projects centred on their individual interests.

The Portfolio and Professional Development module concludes with the design, production and presentation of coursework via a portfolio suited to their career aspirations.

Practical work on the Process and Practice and Graphic Arts Research Project may continue.

PDP and WoW graduate employability sessions towards the end of the semester assists students in making

decisions about their next step.

Final assessment of all Level 6 modules takes place at the end of the semester 2.

Award Requirements:

BA (hons) Degree. Minimum pass performance (40%) in modules to a value of 120 credits, 360 credits in total. A fall back award (BA Degree) can be awarded with a total of 300 credits, at least 120 credits of which must be from Level 5 and/or Level 6.

Honours Degrees are awarded to students who have demonstrated:

a systematic understanding of key aspects of their field of study, including acquisition of coherent and detailed knowledge, at least some of which is at or informed by, the forefront of defined aspects of a discipline

an ability to deploy accurately established techniques of analysis and enquiry within a discipline

conceptual understanding that enables the student: to devise and sustain arguments, and/or to solve problems, using ideas and techniques, some of which are at the forefront of a discipline; to describe and comment upon particular aspects of current research, or equivalent advanced scholarship, in the discipline

an appreciation of the uncertainty, ambiguity and limits of knowledge

the ability to manage their own learning, and to make use of scholarly reviews and primary sources (eg refereed research articles and/or original materials appropriate to the discipline)

Typically, holders of an Honours Degree in an Art & Design discipline will be able to:

articulate and synthesise their knowledge and understanding, attributes and skills in effective ways in the contexts of creative practice, employment, further study, research and self-fulfilment

apply, consolidate and extend their learning in different contextual frameworks and situations, both within and beyond the field of art and design. Higher education in art and design aims to develop both subject-specific and generic knowledge and understanding, attributes and skills

Typically, holders of an Honours Degree qualification will be able to:

apply the methods and techniques that they have learned to review, consolidate, extend and apply their knowledge and understanding and to initiate and carry out projects

critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete), to make judgements, and to frame appropriate questions to achieve a solution - or identify a range of solutions - to a problem

communicate information, ideas, problems, and solutions to both specialist and non-specialist audiences

qualities and transferable skills necessary for employment requiring: the exercise of initiative and personal responsibility; decision-making in complex and unpredictable contexts; and the learning ability needed to undertake appropriate further training of a professional or equivalent nature

Level 6	Potential Awards on completion	Bachelor of Arts with Honours
Core	Option	Award Requirements
6001GD Graphic Arts Research Project (24 credits) 6002GD Process and Practice (24 credits) 6003GD Self-Directed Project (48 credits)	6004GD Portfolio and Professional Development (Graphic Design) (24 credits) 6005GD Portfolio and Professional Development (Illustration) (24 credits)	96 core credits at level 6 24 option credits at level 6
Level 5	Potential Awards on completion	
Core	Option	Award Requirements
5008GD Digital, Media and Craft (24 credits) 5009GD Professional Development (24 credits) 5010GD Approaches to Research (24 credits)	5004GD Graphic Design 1 (24 credits) 5005GD Graphic Design 2 (24 credits) 5006GD Illustration 1 (24 credits) 5007GD Illustration 2 (24 credits)	72 core credits at level 5 48 option credits at level 5
Level 4	Potential Awards on completion	
Core	Option	Award Requirements
4001GD Introduction to the Graphic Arts (24 credits) 4002GD Visual Communication (24		120 core credits at level 4 0 option credits at level 4

credits) 4003GD Introduction to Craft and Technology (24 credits) 4004GD Pathway (24 credits) 4005GD Key Ideas in Design and Society (KIDS) (24 credits)		
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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>

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

At Level 5 and 6 all students will be offered the opportunity to enhance employability through 24 credits worth of professional development and work-based learning modules through placement schemes, live and collaborative projects and competition briefs. These modules are supported by the School's World of Work facilitator. Additional placement opportunities can be accommodated within some studio based modules at Levels 5 and 6, as an alternative means of achieving the modules outcomes.

At Level 6 all programmes emphasise independent learning with professional study or placements giving students opportunities to develop their employability prospects.

All students benefit from the provision of regular School wide self-employment events.

Work based learning is supported and monitored by the programmes PDP activities that prepare students for placement opportunities and the world of work, and also offer a mechanism for students to demonstrate and present their work based learning through visual CVs and portfolios.

Please refer to the student guide for more details.

Criteria for admission

A/AS Level

280 UCAS Tariff points to include an Art or Design subject

UCAS Tariff points from Diploma in Foundation Studies accepted

BTEC National Diploma

BTEC Extended Diploma 280 UCAS Tariff points in art/design subject - DMM

Irish Leaving Certificate

280 UCAS Tariff points including 5 Highers including an Art/Design subject

Scottish Higher

Scottish Advanced Higher - 280 UCAS Tariff points to include an Art/Design subject

International Baccalaureate

29 UCAS Tariff points to include an Art/Design subject

Access

Access to HE Diploma in an Art/Design subject. Of the level 3 qualifications, at least half must be a merit grade or above.

Other

Five subjects at Grade C or above at GCSE, English Language and Mathematics preferred, or an equivalent qualification.

Applicants are awarded places on the quality of their presented portfolio of work and their performance at interview.

Mature entry

Applications are welcomed from those returning to education. These students should demonstrate potential and motivations and/or have experience in the industry and will be required to provide a portfolio of their work and attend interview.

Overseas qualifications

We welcome overseas applicants who will be considered in line with normal entry requirements, Applicants whose first language is not English will be required to provide evidence of English Language capability of IELTS of 6.0 (5.5 in each subtest) or equivalent.

Students are often interviewed via postal or electronic methods.

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.