BA Design for Graphic Communication   **UCAS code:**
For students entering Part 1 in 2008/9

Awarding Institution: University of Reading
Teaching Institution: University of Reading
Relevant QAA subject Benchmarking group(s):   Art and Design
Faculty: Faculty of Arts and Humanities
Programme length: 3 years
Date of specification: 19/Oct/2009
Programme Director: Prof Paul Luna
Programme Advisor: Mr Eric Kindel
Board of Studies: Typography and Graphic Communication
Accreditation:

Summary of programme aims
The programme aims to provide an integrated education in design for students who wish to obtain a grounding in the practice of the subject, informed by theory and history. It provides a supporting learning environment where students are stimulated to develop their own interests within the broad field of enquiry offered by the subject, and to develop a range of intellectual, visual, technical and social skills.

Transferable skills
During the course of their studies at Reading, all students will be expected to enhance their academic and personal transferable skills in line with the University's Strategy for Learning and Teaching. In following this programme, students will have had the opportunity to develop such skills, in particular relating to problem-solving, information handling, communication (written and oral), numeracy, team working, use of information technology, career management, and working in a foreign cultural environment (Study Abroad option only), and will have been encouraged to further develop and enhance the full set of skills through a variety of opportunities available outside their curriculum.
The practical modules of the programme contribute directly to the development of key skills. By the end of the programme, students are expected to have developed the skills of problem solving; effective communication in speech and writing; undertaking self-directed and independent work; commercial awareness; understanding of the role of technology in the workplace.

Programme content
The following profile lists the compulsory and optional modules. Each Part comprises 120 credits. In Part 1, 60 credits are compulsory; the remaining 60 credits can be made up from modules elsewhere in the University. In Parts 2 and 3, 100 credits are compulsory; up to 20 credits can be taken from modules available elsewhere in the University, in consultation with an adviser. If available, and with the approval of the department Director of Teaching and Learning, students may follow the Study Abroad option in Part 2; compulsory Part 2 modules for this option are listed under the 'Study Abroad' heading (below).
Part 1 introduces the history, theory and practice of typography and graphic communication, provides direction on the use of relevant digital technology, and forms a basis for structured and analytical approaches to design. In Part 2 there is opportunity to engage with practical design and this is supported by core modules in theory and history. In Part 3 practical skills can be further developed and specialisation is possible through choice of dissertation topic and options, which may be theoretical, historical or practical.

Part 1 (three terms)
Compulsory modules

Mod Code	Module Title	Credits	Level
TY1HG	Introduction to the History of Graphic Communication	20	C
TY1PT1	Introduction to TypographicTheory and Practice	20	C
TY1DDM	Introduction to Digital Design Methods	20	C

Part 2 (three terms)
Compulsory modules

Mod Code	Module Title	Credit	Level
TY2GC	History of graphic communication	20	I
TY2TT	Theory of typographic and graphic language	20	I

| TY2PT2 | Practice of typography and graphic communication | 40 | I |
| TY2PP | Professional Practice | 20 | I |

OR (Study Abroad option)

Mod Code	Module Title	Credits	Level
TY2SA	Study Abroad	40	I
TY2TGRSA	Theory of graphic communication (Study Abroad)	10	I
TY2HISSA	History of Graphic Communication 2 (Study Abroad)	10	I
TY2PP	Professional practice (1)	20	I
TY2PRASA	Design Practice 2 (Study Abroad)	20	I

Subject to an overall minimum of 100 available credits and an overall maximum of 100 available credits

AND

Optional module (20 credits)

| TY2ED | Introduction to Editorial Design | 20 | I |

This module may be replaced by 20 credits taken from elsewhere in the University.

Part 3 (three terms)
Compulsory modules

Mod Code	Module Title	Credits	Level
TY3DS	Dissertation	40	H
TY3PT3	Practice of typography and graphic communication	40	H
TY3SK	Skills for design practice	10	H
TY3PP	Professional practice (2)	10	H

Optional module (20 credits)
 A complete list of options is available from the Director of Teaching and Learning. Not all optional modules will necessarily be available each year. Admission to optional modules will be at the discretion of the Director of Teaching and Learning.
 One of both of these modules may be replaced by up to 20 credits taken from elsewhere in the University.
 Of the 120 credits in Part 3, 5 are taken up by Career Management Skills.

Progression requirements
To proceed to Part 2:
 students require 60 credits within the Department of Typography & Graphic Communication.
 They must obtain at least 40% in TY1HG, TY1PT1 and TY1DDM;
 achieve an overall average of 40% in 120 credits taken in the examination;
 achieve a mark of at least 30% in individual modules amounting to not less than 100 credits taken in Part 1.

To proceed from Part 2 to Part 3:
all students should have acquired 120 credits with an overall average of 40%. 100 of these credits should be within the Department of Typography & Graphic Communication.
They must obtain 40% in TY2PT2 (or in both TY2PRASA and TY2SA) and an average of 40% across TY2TT (or TY2TGRSA) and TY2GC (or TY2HISSA).
They must achieve a mark of at least 30% in individual modules amounting to not less than 100 credits taken in Part 2.

Summary of teaching and assessment
There are formal lectures in some modules and a large part of the teaching takes the form of seminars or practical work in studios and workshops.
Modules are assessed by a mixture of essays, reports, seminar presentations, formal examinations, a dissertation, and projects. All compulsory practical modules are globally assessed through submission of a body of practical work. At the end of Part 2 this is based on TY2PT2. At the end of Part 3, this is based on TY3PT3,TY3SK and TY3PP.

The conventions for classification are included in the Programme Handbook but you should note that weighting between Part 2 and Part 3 for classification purposes is 33% and 67%.

Admission requirements

All applicants are considered on their individual merits and the Department may vary these requirements if it sees fit.

Candidates will be expected to achieve at the UCAS tariff either 300 points (for 3 AL/A2s, preferably not all practical subjects) or 320 points (for 3 AL/A2s and 1 AS), in addition to at least a grade C at GCSE English. We also consider other qualifications such as the International Baccalaureate (32 points at higher level) or BTEC National Diploma (DMM).

Mature applicants

Applications from mature candidates are welcomed. A mature applicant is more likely to receive an offer of a place if he or she has undertaken recent study, for example 2 or more A levels or an Access course but each case is assessed on its individual merits. We recommend you contact an admissions tutor as soon as possible to discuss your individual circumstances.

International applicants

Applications from international candidates are welcomed. If you are not offering A levels we advise you to contact either an admissions tutor before applying in order to discuss the acceptability of your qualifications. IELTS Band 7 (or equivalent) will be required for those whose education has not been undertaken in English.

Admissions Tutor: Dr Rob Banham

Support for students and their learning

University support for students and their learning falls into two categories. Learning support includes IT Services, which has several hundred computers, and the University Library, which across its three sites holds over a million volumes, subscribes to around 4,000 current periodicals, has a range of electronic sources of information and houses the Student Access to Independent Learning (S@il) computer-based teaching and learning facilities. There are language laboratory facilities both for those students studying on a language degree and for those taking modules offered by the Institution-wide Language Programme. Student guidance and welfare support is provided by Personal Tutors, School Senior Tutors, the Students' Union, the Medical Practice and the Student Services Centre. The Student Services Centre is housed in the Carrington Building and includes the Careers Advisory Service, the Disability Advisory Service, Accommodation Advisory Team, Student Financial Support, Counselling and Study Advisors. Student Services has a Helpdesk available for enquiries made in person or online, or by calling the central enquiry number on (0118) 378 5555. Students can get key information and guidance from the team of Helpdesk Advisers, or make an appointment with a specialist adviser; Student Services also offer drop-in sessions on everything from accommodation to finance. The Carrington Building is open between 8:30 and 17:30 Monday to Thursday (17:00 Friday and during vacation periods). Further information can be found in the Student Diary (given to students at enrolment) or on the Student website.

Induction includes meetings during 'Freshers' Week' with introductions at University, Faculty and Department levels. The Department handbook provides extensive information about the programme and the Department. Support for students in their studies is provided through the University's Personal Academic Record (PAR) scheme, in which students meet their personal tutors regularly to review their progress. The Department's year tutor system enhances the personal tutor system, with year tutors available to offer advice on the choice of modules within the programme. The emphasis throughout the programme is on individual and small-group learning rather than class teaching.

The Design & Print Unit within the Department supports students' learning experience in many ways, playing a key role in our work experience scheme, part of some practical modules. Within the University and the Department there are several important collections which form the bases for seminar presentations, and potential resources for dissertations. The Department has its own computers (Apple Macintoshes) and related hardware (e.g. scanners, laser printers, digital cameras) with a range of professional software relevant to the subject.

Career prospects

Our graduates have found work as designers with journal and magazine publishers, university presses, academic publishers, charities, design studios, computer companies, and museums and galleries. Others work freelance and set up their own business.

Opportunities for study abroad or for placements

A Study Abroad option is available in Part 2. There are no formal arrangements for placements.

Programme Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills, qualities and other attributes in the following areas:

Knowledge and Understanding

A. Knowledge and understanding of:

Principles of typographic design
Elements of graphic language and their relationships
History of typography and graphic communication
One particular area of the subhect in detail
The design process and relevant working methods and tools

Teaching/learning methods and strategies

The teaching of the subject has three aspects: theory, history and practice. Theory and history inform practice and practical experience enables discussion of theoretical issues and historical examples. Theory and history are mainly taught through lectures and seminars. Detailed knowledge of one specific area is acquired through researching and writing a dissertation. Practical projects and work experience, including professional assignments, provide an insight into design process and methods. Work experience involves students in close contact with external clients and technical staff.

Assessment
Theory and history (1-4) are assessed through a mixture of coursework, examinations and the dissertation. Practical work (5) is assessed by projects. Compulsory practical modules are globally assessed at the end of Part 2 and Part 3. Optional practical modules are individually assessed.

Skills and other attributes

B. Intellectual skills - *able to:*

Assemble and review literature
Organise material and articulate in written form
Analyse examples of graphic language
Analyse and solve design problems
Plan, conduct, and write up a piece of basic experimental research
Demonstrate visual awareness and judgement

Teaching/learning methods and strategies

Briefed exercises and self-directed study in close consultation with a supervisor develop research skills. Lectures and seminars promote analysis of graphic language. Project and professional assignments provide the opportunity to analyse and solve design problems and analyse examples of graphic language through critiques. Work in the practical modules also develops visual awareness and judgement. The skills required for basic experimental research are taught through practicals and fieldwork.

Assessment
The dissertation is the primary vehicle for assessing students' research skills (1 & 2). Coursework essays provide additional forms of assessment in modules taken earlier in the programme. Written examinations and essays assess 3. Assessment of practical work includes 4 & 6. Coursework assesses 5.

C. Practical skills - *able to:*

Assess requirements of project brief
Explore alternative approaches to a problem
Plan practical design work
Use appropriate technologies to a suitable level of

Teaching/learning methods and strategies

Practical skills are taught within the practical modules with projects and professional assignments using studio and computing facilities. Some lectures (e.g. on typographic theory) feed into the

skill
 Present a body of practical design work in a professional manner

development of practical skills by examining a range of design outcomes.

Assessment
Global assessment of body of practical work at the end of Part 2 and Part 3. Individual assessments of optional practical modules.

D. Transferable skills - *able to:*

1. Solve Problems
2. Articulate ideas effectivley in speech and writing
3. Manage time
4. Work as a team member
5. Use a variety of computer applications
6. Handle a variety of information sources
7. Use basic statistical techniques
8. Appreciate current professional developments
9. Plan career
10. Function effectively in a foreign cultural environment (Study Abroad option only)

Teaching/learning methods and strategies

Presentations within seminars and written coursework develop communication skills. Practical work involves problem solving, managing time, working within teams and using various computer applications. Time management is also necessary for submitting coursework. Lectures, seminars and self-directed study provide experience of information handling. Experimental research projects introduce basic statistical techniques. A series of briefings, exercises and self-directed study cover career development skills. Study Abroad.

Assessment
Coursework is used to assess 1, 2, 6, 7, 8, 9. Although the skills associated with 3, 4, 5, 10 are not directly assessed, they contribute to effective outcomes of projects and professional assignments, assessed at the end of Part 2 and Part 3.

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 and teaching, learning and assessment methods of each module can be found in the module description and in the programme handbook. The University reserves the right to modify this specification in unforeseen circumstances, or where the process of academic development and feedback from students, quality assurance process or external sources, such as professional bodies, requires a change to be made. In such circumstances, a revised specification will be issued.