

**BA Graphic Communication and History of Art  
For students entering Part 1 in 2009/0**

**UCAS code:**

Awarding Institution:	University of Reading
Teaching Institution:	University of Reading
Relevant QAA subject Benchmarking group(s):	Art & design, History of Art
Faculty:	Arts and Humanities Faculty
Programme length:	3 years
Date of specification:	14/Apr/2011
Programme Director:	Mr Eric Kindel
Programme Advisor:	Dr Paul Davies
Board of Studies:	Typography and Graphic Communication
Accreditation:	Not appropriate

**Summary of programme aims**

The Graphic Communication element aims to provide a grounding in the practice of the subject, informed by theory and history. It provides a supporting learning environment in which students develop a range of intellectual, visual, technical and social skills.

The History of Art element aims to provide a framework for examining changing categories of art, architecture and visual artefacts in different places and times. It will develop advanced skills in analysing visual culture and embed the examination of its production and reception within distinct cultural and social contexts. It will foster a critical understanding of the relationship between contemporary conceptions of art, architecture, visual artefacts and culture, and those held elsewhere in other periods, promoting a conception of history of art as a dynamic discipline encompassing divergent, sometimes conflicting, approaches and views.

**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 communication, interpersonal skills, learning skills, numeracy, self-management, use of IT and problem-solving and will have been encouraged to further develop and enhance the full set of skills through a variety of opportunities available outside their curriculum.

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; understanding of the role of technology in the workplace.

More specifically, they should develop an ability to articulate and substantiate their own points of view, evaluating evidence and using reasoned arguments. They should be skilled at visual analysis, learning how to describe evidence from visual sources in oral and written forms. They should learn how to organize their own work schedule, to become independent and self-motivating and to take independent initiatives to develop their studies. They should understand ways of improving learning and performance, identification of weaknesses and their resolution, time management, and working with others. The programme will include opportunities to develop skills at making oral presentations and to use visual images to support an argument.

**Programme content**

The following profile lists the compulsory and optional modules. Students must choose modules to make 120 credits in each Part in consultation with an adviser. In Part 1, up to 40 credits can be taken in modules available elsewhere in the University, described in the Faculty Part 1 handbook. In Parts 2 and 3, up to 20 credits can be taken from modules available elsewhere in the University.

In Graphic Communication, Part 1 introduces the history, theory and practice of typography and graphic communication, with the option of an introduction to relevant digital technology and structured and analytical approaches to design. In Part 2, compulsory modules in theory and history may be combined with the development of skills in typographic detailing. In Part 3, some specialisation is developed through a choice of options which may be theoretical, historical or practical and the opportunity to research a dissertation topic.

Part 1 History of Art provides different introductions to aspects of the study of history of art and architecture. A compulsory core module introduces students to art historical skills, categories and methods. Other optional modules allow students to orientate themselves in different ways in relationship to the subject - through the study and critique of a canon of western art, or in terms of art as part of the history of visual artefacts and their

makers. In Part 2, through a compulsory core module, students engage with material on the historiography of history of art and its objects of study, directly extending the work of Part 1. A compulsory module held at a study centre abroad allows works of art and architecture to be studied at first hand and as part of a specific cultural and social formation. An optional module in one selected period, approach or distinctive media provides a focus on broad aspects of visual culture. Of the 120 credits in Part 2, 5 are taken up by Career Management Skills. In Part 3, students select three optional modules. These modules involve more intensive and specialised study, and introduce areas of innovation and scholarship both within the discipline and in its interdisciplinary aspects.

**Part 1 (three terms)**

*Compulsory modules*

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Optional module in Graphic Communication (20 credits)

TY1DIG	Digital design methods	20	4
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In History of Art and Architecture

HA1AA	Art's Histories	20	4
HA1AC	Makers and making: artists, architects and their practices	20	4

**Part 2 (three terms)**

*Compulsory modules*

**Part 2 (three terms)**

*Compulsory modules*

Optional module in Graphic Communication (20 credits)

TY2ED	Introduction to editorial design	20	5
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This module may be replaced by 20 credits taken from elsewhere in the University, provided 60 credits are taken in Art History.

In the Department of History of Art and Architecture:

Students will take one option module (20 credits) in addition to the two compulsory modules. A complete list of options is available from the BA Programme Coordinator, and a list of current options can be found in the BA Programme Handbook.

**Part 3 (three terms)**

*Compulsory modules*

Students choose one compulsory dissertation module from the two below:

TY3DS	Dissertation in Graphic Communication	40	6
Or			
HA3DI	Dissertation in History of Art	40	6

Optional modules in Graphic Communication (40 credits)

Students choose four 10-credit optional modules in Graphic Communication. A complete list of options is available from the Director of Teaching and Learning. Not all optional modules will necessarily be available in any year. Admission to optional modules will be at the discretion of the Director of Teaching and Learning. One or two 10-credit modules may be replaced by up to 20 credits taken elsewhere in the University.

In the Department of History of Art and Architecture

Students will take two option modules (40 credits). A complete list of options is available from the BA Programme Coordinator, and a list of current options can be found in the BA Programme Handbook.

### **Progression requirements**

To proceed to Part 2, a student requires 40 credits within Graphic Communication and at least 40 credits in History of Art and Architecture. They must obtain at least 40% in TY1HIS and TY1PRA, and HA1AB; 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 Graphic Communication and History of Art, with at least 40 credits in each subject. In Graphic Communication they must obtain an average of 40% across TY2TGR and TY2HIS and in History of Art and Architecture at least 40% in HA2ST. 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**

In Graphic Communication there are formal lectures, seminars and practical work in studios and workshops. Modules are assessed by a mixture of essays, reports, seminar presentations, formal examinations and projects. The dissertation involves preparatory skills workshops and individual tutorials with supervisors.

In History of Art, teaching is delivered by a mixture of lectures, seminars, and essay tutorials. Modules are assessed by a mixture of coursework and formal examination, with the proportion of coursework (including seminar performance) increasing as the degree progresses. The dissertation in Part 3 comprises a piece of work based on supervised independent study supported by workshops and is assessed entirely by coursework.

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 these requirements may be varied in some circumstances. No previous experience of History of Art is required for admission. Entrants to this programme are normally required to have obtained grade C or better in English in GCSE and achieved at the UCAS tariff either 300 points (from 3 AL/A2s, preferably not all practical subjects), or 320 points (from 3 AL/A2s and 1 AS), including at least one grade B at AL/A2. Equivalent qualifications may include International Baccalaureate (32 points).

#### **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 (Graphic Communication) and Dr. Simon Lee (History of Art)

### **Support for students and their learning**

University support for students and their learning falls into two categories. Learning support is provided by a wide array of services across the University, including: the University Library, the Student Employment, Experience and Careers Centre (SEEC), In-sessional English Support Programme, the Study Advice and Mathematics Support Centre teams, IT Services and 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 advisers in the Student Services Centre. The Student Services Centre is housed in the Carrington Building and offers advice on accommodation, careers, disability, finance, and wellbeing. 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 and runs workshops and seminars on a range of topics. For more information see [www.reading.ac.uk/student](http://www.reading.ac.uk/student)

Induction includes meetings during 'Freshers' Week' with introductions at University and Faculty levels. 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 and help students assess their development.

In Typography & Graphic Communication, the Department handbook provides extensive information about the programme and the Department. 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. 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.

In History of Art, the Departmental programme Handbooks issued to Part 1 and to degree course students provide extensive information on resources and study skills. Each student is assigned a Course Adviser, normally their academic tutor, to advise on their choice of modules within the programme. Additional support is provided through a subject-specific reading room containing essential course texts, reference works, some current periodicals and photocopying facilities. There is also a slide library containing slides from all periods of art and architecture history which students will consult as part of their studies. It includes resources in video tapes and computers and in digital imaging and elearning such as BlackBoard. First hand study of works of art is provided through particular classes taught in museums, art galleries or on architectural visits and by a period of study at a centre abroad as well as through the department's own collections, mainly of drawings. 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.

### **Career prospects**

A number of specialised careers are open to Graphic Communication and History of Art graduates, such as jobs in museums and galleries, auction houses, and increasingly the heritage and leisure industries. Their visual skills also make them attractive to publishers. In addition the skills which Graphic Communication and History of Art graduates acquire, such as analytical abilities, problem solving, research skills, independence and adaptability, mean they are sought after for jobs in a wide range of fields, including teaching, social work, accountancy, personnel, banking and commerce, retailing, marketing, IT, civil service and local government. Students may go on to post-graduate study in either Graphic Communication or History of Art, at MA and also at PhD level, both at Reading and elsewhere.

### **Opportunities for study abroad or for placements**

Students in the Department of History of Art spend a period of study abroad during Part 2 as part of the Socrates scheme.

### **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 interrelationships  
Methods of interpreting visual artefacts and comprehending their functions and meaning  
History of typography and graphic communication a broad range of art, architecture and visual culture from the Middle Ages to the present day both in the West and in comparison to selected cultures in other times and places  
key issues and current priorities in art and

##### **Teaching/learning methods and strategies**

The teaching of Graphic Communication 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. Practical projects provide an insight into design process and methods.  
In History of Art Part 1, basic knowledge is provided through formal lectures, supported by set tasks for practising the elementary analysis of visual

architectural history including conflicting interpretations and specific methods of analysis germane to the historiography of the subject  
The design process and relevant working methods and tools

artefacts. Specialist knowledge and deeper understanding is fostered in the guided selection of period options at Part 2, where the teaching is seminar and discussion based. Feedback is provided through written responses to seminar participation and in formative assessed work. In later parts of the programme, and beginning at Part 2, students will take increasing responsibility for their own learning, fostered through the guided selection of increasingly specialised options and independent study, including a dissertation.

#### *Assessment*

Most knowledge is tested through a combination of coursework and examinations. A dissertation and oral presentation also contribute. Practical work in Graphic Communication is assessed by projects.

### **Skills and other attributes**

#### **B. Intellectual skills - *able to:***

Assemble and review literature  
Organise material and articulate in written form  
Use documentary and visual resources as evidence  
Analyse visual artefacts and specifically examples of graphic language  
Structure, analyse and solve problems  
Plan, conduct, and write up a piece of basic experimental research  
Transfer appropriate skills and methods from one topic within the subject to another

#### **Teaching/learning methods and strategies**

Self-directed study in close consultation with a supervisor develop research skills. The ability to organise and structure arguments is emphasised throughout but particularly in the dissertation. Lectures and seminars promote analysis and interpretation of graphic language and visual artefacts. In the History of Art component, such skills are additionally fostered through opportunities to study visual artefacts at first hand in the study trip abroad. Projects provide the opportunity to analyse and solve design problems and analyse examples of graphic language through critiques. The skills required for basic experimental research are taught through practicals and fieldwork. The ability to transfer knowledge from one area of the programme to another is evidence of high level performance.

#### *Assessment*

The dissertation is the primary vehicle for assessing students' research skills and transfer of knowledge. Coursework essays and examinations provide additional forms of assessment in modules taken earlier in the programme, which include analysis of visual artefacts. Assessment of practical work incorporates problem solving. Coursework assesses the implementation and reporting of basic research.

#### **C. Practical skills - *able to:***

Assess requirements of project brief  
Explore alternative approaches to a problem  
Plan practical design work  
Develop and carry out individual research programmes and strategies  
Identify, locate, record and recall key features of visual sources  
Engage in group discussion and debate

#### **Teaching/learning methods and strategies**

Practical skills are taught within the practical modules in Graphic Communication. Some lectures (e.g. on typographic theory) feed into the development of practical skills by examining a range of design outcomes. Group discussion and debate is featured throughout the programme. Conducting independent research, identifying and interpreting visual artefacts and sources, and recall of key features is taught from Part 1.

*Assessment*

Projects completed in practical modules assess 1-3. Coursework, the dissertation and written examinations assess 4 and 5.

**D. Transferable skills - able to:**

Solve problems  
Articulate ideas effectively in speech and writing  
Describe evidence from visual sources in oral and written forms  
Manage time  
Work as a team member  
Handle a variety of information sources  
Use basic statistical techniques  
Plan career

**Teaching/learning methods and strategies**

The use of IT is embedded throughout the programme. Presentations within seminars and written coursework develop communication skills. Practical work involves problem solving, managing time, working within teams. Seminars can also involve team work. Time management is necessary for submitting coursework. Lectures, seminars and self-directed study provide experience of information handling. Library and internet skills are acquired through various coursework and in particular through the dissertation in Part 3. Experimental research projects introduce basic statistical techniques. A series of briefings, exercises and self-directed study cover career development skills.

*Assessment*

Coursework is used to assess 1-3, 6-8. Some skills are not directly assessed, but they contribute to effective outcomes of projects, and enhance performance in modules.

**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.**