

**BA Graphic Communication**  
**For students entering Part 1 in 2012/3**

**UCAS code: W213**

Awarding Institution:	University of Reading
Teaching Institution:	University of Reading
Relevant QAA subject Benchmarking group(s):	Art and Design
Faculty:	Arts, Humanities and Social Science Faculty
Programme length:	3 years
Date of specification:	10/May/2013
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 following this programme, students will have had the opportunity to develop such skills, in particular relating to problem-solving, information handling, communication (both 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, 80 credits are compulsory; the remaining 40 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*

<i>Mod Code</i>	<i>Module Title</i>	<i>Credits</i>	<i>Level</i>
TY1HIS	History of graphic communication 1	20	4
TY1PRA	Design practice 1	20	4
TY1INT	Integrated Design Methods	40	4

*Optional Modules*

The remaining 40 credits to be made up from modules available elsewhere in the University

**Part 2 (three terms)**

*Compulsory modules*

Either

<i>Mod Code</i>	<i>Module Title</i>	<i>Credit</i>	<i>Level</i>
TY2HIS	History of graphic communication 2	20	5
TY2TGR	Theory of graphic language	20	5
TY2PRA	Design practice 2	40	5
TY2PRO	Professional Practice 1	20	5

OR (Study Abroad option)

<i>Mod Code</i>	<i>Module Title</i>	<i>Credit</i>	<i>Level</i>
TY2SA	Study Abroad	40	5
TY2TGRSA	Theory of graphic language (Study Abroad)	10	5
TY2HISSA	History of Graphic Communication 2 (Study Abroad)	10	5
TY2PRO	Professional Practice 1	20	5
TY2PRASA	Design Practice 2 (Study Abroad)	20	5

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

AND

Take a maximum of 20 credits from:

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.

### **Part 3 (three terms)**

*Compulsory modules*

<i>Mod Code</i>	<i>Module Title</i>	<i>Credits</i>	<i>Level</i>
TY3DS	Dissertation	40	6
TY3PRA	Design Practice 3	40	6
TY3SK	Skills for design practice	10	6
TY3PRO	Professional practice 2	10	6

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. Optional modules may be replaced by modules taken from elsewhere in the University.

### **Progression requirements**

To proceed from Part 1 to Part 2 Students must:

- (i) obtain 80 credits within the Department of Typography & Graphic Communication.
- (ii) obtain at least 40% in TY1HIS, TY1PRA and TY1INT;
- (ii) achieve an overall average of 40% in 120 credits taken in the examination;
- (iv) achieve a mark of at least 30% in individual modules amounting to not less than 100 credits taken in Part 1.

To gain a threshold performance at Part 2, a student shall normally be required to achieve:

- (i) a weighted average of 40% over 120 credits taken at Part 2;
- (ii) marks of at least 40% in individual modules amounting to not less than 80 credits; and
- (iii) marks of at least 30% in individual modules amounting to not less than 120 credits.

In order to progress from Part 2 to Part 3, a student must achieve a threshold performance

### **Assessment and classification**

The University's honours classification scheme is:

Mark	Interpretation
70% - 100%	First class
60% - 69%	Upper Second class
50% - 59%	Lower Second class
40% - 49%	Third class

35% - 39%	Below Honours Standard
0% - 34%	Fail

For the University-wide framework for classification, which includes details of the classification method, please see: <http://www.reading.ac.uk/internal/exams/Policies/exa-class.aspx>.

The weighting of the Parts/Years in the calculation of the degree classification is

### **Three-year programmes**

Part 2: one-third

Part 3: two-thirds

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 includes the module TY2PRA. At the end of Part 3, this includes the modules TY3PRA, TY3PRO and TY3SK. Practical work in other modules is assessed through the submission of work at the end of the Part in which that module occurs. This includes TY2ED, and optional modules in Part 3.

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

### **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 ABC or BBB from 3 A-levels (preferably not all practical subjects), in addition to at least a grade C at GCSE English. We also consider alternative qualifications such as the International Baccalaureate (32 points including 6, 5, 5 in higher level subjects) or BTEC National Diploma (DDM) and additional qualifications such as a Foundation Diploma.

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 is provided by a wide array of services across the University, including: the University Library, the Careers, Placement and Experience Centre (CPEC), In-session 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, academic issues (eg problems with module selection) and exam related queries. 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, 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 Studio associated with 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 find work as designers in design and branding studios consultancies, mainstream commercial publishers (journals, magazine, books), academic publishers, major media companies (television, web), computer companies, numerous other businesses requiring design support, museums and galleries, charities and others. Some of our graduates work freelance, and regularly set up their own businesses.

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

A Study Abroad option is available in Part 2. There are no formal arrangements for external 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 subject 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 skill  
Present a body of practical design work in a professional manner

### **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 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:**

Solve Problems  
Articulate ideas effectively in speech and writing  
Manage time  
Work as a team member  
Use a variety of computer applications  
Handle a variety of information sources  
Use basic statistical techniques  
Appreciate current professional developments  
Plan career  
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.**