

**Programme Specification**  
**BA Graphic Communication**  
**For students entering Part 1 in September 2018**

**UCAS Code: W213**  
**UFGRCOMM**  
**UFGRCOMMPE**  
**UFGRCOMMSY**

**This document sets out key information about your Programme and forms part of your Terms and Conditions with the University of Reading.**

Awarding Institution	University of Reading
Teaching Institution	University of Reading
Length of Programme	3 years
Length of Programme with placement/year abroad	BA Graphic Communication with Placement Experience - 4 years (internal transfer only) BA Graphic Communication with Year Abroad - 4 years (internal transfer only)

**Programme information and content**

The programme aims to provide you with an integrated education in design for students who wish to gain proficiency in the practice of the subject, informed by theory and history. It provides a supportive 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 interpersonal skills. The emphasis throughout is on individual and small-group learning rather than class teaching.

Project briefs investigate a wide variety of design problems across digital and print media including books, magazines, and newspapers, exhibitions and catalogues, interfaces for mobile devices, branding and packaging, posters, signage, and websites. Students present their ideas through visuals, reports, and specifications. Students are encouraged to develop critical thinking about design through reading and writing about the history and theory of the subject, and to develop an approach to design which is research-based and creative.

As well as coursework projects, our students have the opportunity to undertake professional assignments, working with real clients, budgets, and deadlines. They can also gain studio experience by undertaking a year-long placement, or diversify their portfolio and skills through studying abroad.

Studying Graphic Communication at Reading opens up a variety of career possibilities. Our students are highly valued by employers because they graduate with a broad range of skills and already have experience of designing in the real world. Students usually find jobs before or shortly after graduation in areas such as branding and visual identity, editorial design, information design, publishing, mobile app and UX design, and wayfinding.

Part 1:	Part 1 introduces you to 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. The focus is on
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	core skills but students also begin to engage with independent research-based learning.
Part 2:	Provides you with an increased focus on practical design work, introducing more complex and demanding design briefs and aspects of professional practice, including opportunities for work-based learning. It also engages students with design research, both to inform their practice and to prepare them for the dissertation they will undertake in Part 3.
Part 3:	Gives you the opportunity to become fully independent as designers and researchers, and to target specific design careers, by enabling them to direct their own learning through choices of optional modules, practical projects, and dissertation topic. It will also prepare them for careers in design through increased focus on professional practice, including further opportunities for work-based learning.

### Module information

Each part comprises 120 credits, allocated across a range of compulsory and optional modules as shown below. Compulsory modules are listed.

#### Part 1 Modules:

Module	Name	Credits	Level
TY1DP1	Design Practice 1	20	4
TY1HG1	History of graphic communication 1	20	4
TY1INT	Integrated Design Methods	40	4
TY1PRI	Printing and printmaking	20	4

Remaining credits will be made up of optional modules from the Department of Typography and Graphic Communication and from elsewhere in the University.

Please note- Students with English as a second language who enter the programme with IELTS (or equivalent) below 7.0 will be required to take a programme-specific 20 credit English language module.

#### Part 2 Modules:

Module	Name	Credits	Level
TY2ED	Introduction to editorial design	20	5
TY2PRP	Professional Practice 1	10	5

For all students (except students taking the study abroad pathway at Part 2) the following modules are compulsory:

TY2IA	Integrated design methods 2A	30	5
TY2IB	Integrated design methods 2B	20	5
TY2DP2	Design Practice 2	20	5

Remaining credits will be made up of optional modules available in the Department of Typography & Graphic Communication or modules from elsewhere in the University.

**For students on the study abroad pathway, the following modules are compulsory:**

TY2SA	Study Abroad	40	5
TY2IAS	Integrated design methods 2A	20	5
TY2IBS	Integrated design methods 2B	10	5
TY2DTS	Design Thinking	10	5
TY2DP2S	Design practice 2	10	5

**Modules during a placement year or study year (if applicable):**

Students on one of the 4 year programmes will take one 120 credit module in either Work Experience or Study Abroad.

Students may be permitted to undertake a placement year or a study abroad year between Part 2 and Part 3 of the programme. In such cases students will transfer to a 4-year programme. The placement or study abroad year should not normally be shorter than nine months full-time.

If you take a year-long placement or study abroad, Part 3 as described below may be subject to variation.

**Part 3 Modules:**

Module	Name	Credits	Level
TY3DP3	Design Practice 3	30	6
TY3DS	Dissertation	40	6
TY3PRP	Professional Practice 2	20	6

Remaining credits will be made up of optional modules available in the Department of Typography & Graphic Communication.

Up to 20 credits of modules may be taken from elsewhere in the University, subject to the approval of the programme director.

**Optional modules:**

The optional modules available can vary from year to year. An indicative list of the range of optional modules for your Programme is set out in the Further Programme Information. Details of optional modules for each part, including any Additional Costs associated with the optional modules, will be made available to you prior to the beginning of the Part in which they are to be taken and you will be given an opportunity to express interest in the optional modules that you would like to take. Entry to optional modules will be at the discretion of the University and subject to availability and may be subject to pre-requisites, such as completion of another module. Although the University tries to ensure you are able to take the optional modules in which you have expressed interest this cannot be guaranteed.

## **Additional costs of the programme**

During your programme of study you will incur some additional costs.

You will need to purchase a laptop computer (from £700 up to £2000 depending on the make, model, and specification), mouse (£65), external hard-drive or cloud storage (£50–£250), and a subscription to Creative Cloud (starting at £15.49 per month).

Special printing and photocopying facilities are available in the Department of Typography & Graphic Communication. Costs will be, on average, £60 in part 1, £90 in part 2, £120 in part 3. Black and white printing costs: £0.05 for A4, £0.08 for A4 duplex, £0.10 for A3, and £0.14 for A3 duplex. Colour printing costs: £0.30 for A4, £0.44 for A4 duplex, £0.60 for A3, and £0.90 for A3 duplex. Paper is provided but you may want to buy your own special papers for particular projects.

You will also need to buy studio equipment when you arrive, which will cost approximately £25, and may need to supplement this in subsequent years.

There are no textbooks which you must buy, but many students purchase core textbooks, which cost £85 new, and there may be other books/resources which you would find it convenient to buy. Some books may be available second-hand, which will reduce costs. A range of resources to support your curriculum, including textbooks and electronic resources, are available through the library and through the Department of Typography & Graphic Communication. Reading lists and module specific costs are listed on the individual module descriptions.

Costs are indicative and may vary according to optional modules chosen and are subject to inflation and other price fluctuations.

The estimates were calculated in 2017.

## **Placement opportunities**

### **Placements:**

You will be provided with the opportunity to undertake a credit-bearing placement as part of your Programme. This will form part of a module.

### **Study Abroad:**

You may be provided with the opportunity to undertake a Study Abroad placement during your Programme. This is subject to you meeting academic conditions detailed in the Programme Handbook, including obtaining the relevant permissions from your School, and the availability of a suitable Study Abroad placement. If you undertake a Study Abroad placement, further arrangements will be discussed and agreed with you.

### **Teaching and learning delivery:**

Through tutorials, seminars, workshops and lectures. There are formal lectures in some modules but most teaching takes the form of seminars and practical work tutorials in studios and workshops.

Total study hours for each Part of your programme will be 1200 hours. The contact hours for your programme will depend upon your module combination; an average for a typical set of modules on this programme is Part 1 - 204 hours, Part 2 - 324 hours, Part 3 - 276 hours. In addition to your scheduled contact hours, you will be expected to undertake guided independent study. Information about module contact hours and the amount of independent study which a student is normally expected to undertake for a module is indicated in the relevant module description.

### **Assessment**

The programme is largely assessed through coursework submissions including a mixture of essays, reports, seminar presentations, and a dissertation, in addition to practical projects. Large practice modules of 30 credits or more, are globally assessed through submission of a body of work in summer term. There is a written examination in the Part 1 module TY1HIS.

### **Progression**

The University-wide rules relating to 'threshold performance' as follows

#### *Part 1*

- (i) obtain an overall average of 40% over 120 credits taken in Part 1; and
- (ii) obtain a mark of at least 30% in individual modules amounting to at least 100 credits taken in Part 1.

In order to progress from Part 1 to Part 2, a student must achieve a threshold performance; and

- (iii) obtain a mark of at least 40% in the following Part 1 compulsory modules TY1DP1, TY1HIS, TY1INT.

The achievement of a threshold performance at Part 1 qualifies a student for a Certificate of Higher Education if they leave the University before completing the subsequent Part.

#### *Part 2*

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

- (i) obtain a weighted average of 40% over 120 credits taken at Part 2; and
- (ii) obtain marks of at least 40% in individual modules amounting to at least 80 credits; and

(iii) obtain marks of at least 30% in individual modules amounting to at least 120 credits, except that a mark below 30% may be condoned in no more than 20 credits of modules owned by the Department of Mathematics and Statistics.

In order to progress from Part 2 to Part 3 in the **3 year programme**, a student must achieve a threshold performance

In order to progress from Part 2 to Part 3 in the **4 year programme**, a student must achieve a threshold performance and obtain a pass in the professional/work placement or study abroad year. Students who fail the professional/placement year transfer to the non-placement year version of the programme.

The achievement of a threshold performance at Part 2 qualifies a student for a Diploma of Higher Education if they leave the University before completing the subsequent Part.

### **Classification**

Bachelors' degrees

The University's honours classification scheme is based on the following:

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

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

*Four year programmes, including professional/workplacement or study abroad:*

Part 2: one-third

Placement/Study Abroad Year abroad not included in the classification

Part 3: two-thirds

**For further information about your Programme please refer to the Programme Handbook and the relevant module descriptions, which are available at <http://www.reading.ac.uk/module/>. The Programme Handbook and the relevant module descriptions do not form part of your Terms and Conditions with the University of Reading.**

BA Graphic Communication for students entering Part 1 in session 2018/19  
24 May 2018  
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