

Programme Specification

BA Art and Graphic Design

For students entering Part 1 in September 2027

UCAS Code: WW12

UFFAXGD

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	4 years
Length of Programme with placement/year abroad	
Accreditation	N/A
QAA Subject Benchmarking Group	Art and Design

Programme information and content

BA Art & Graphic Design is a unique four-year programme that brings together creative practice in art and graphic design with academic knowledge, helping you to become a skilful, informed, and thoughtful practitioner. It affords sustained time, focus and resources to develop meaningful expertise in both subjects and aims to provide you with the knowledge and tools to make, present and analyse art and graphic design at a professional level. Your learning on this programme supports experimentation and creative enquiry in practical studio modules alongside supplementary studies to introduce, develop and master skills and knowledge in art and design. The programme fosters investigative, critically reflective, and independent learning through the study, discussion and practice of contemporary art and design from a range of periods and cultural settings.

In Art you will be guided by the diversity of staff expertise in intellectual and technical production of art. Over the course of the programme your studies will become increasingly more independent and self-directed to find your own forms and expression, providing the tools for you to become a reflective and confident creative practitioner.

In Graphic Design you will explore a wide range of topics and skills through an inspiring syllabus that integrates a combination of practice, theory, history, and technology. Projects are focussed on established and emerging discipline-specific professional categories (such as editorial design, UX design, branding, and AI).

Artists and designers play a vital role in how people understand and shape the world globally, and so sustainability, accessibility and social engagement are thoroughly embedded into your studies. As critically informed practitioner, you will gain the employability and entrepreneurial skills needed to start your career in the creative industries or pursue postgraduate studies.

Part 1:	Art introduces you to a range of art making approaches and current discourses through a series of practical projects in different media.
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	Graphic Design introduces you to foundational practical design skills in typography and web design that you will build on in Parts 2 and 2i.
Part 2:	Part 2 Art provides you with the opportunity to develop your own art project in the studio guided by a series of individual skills training and the opportunity to gain more in-depth knowledge and understanding of art historical issues. In Graphic Design you will undertake a series of practical design projects that will develop your knowledge and understanding of core areas of design practice. Part 2i Art provides you with the opportunity to build on the intellectual and technical skills of Part 2 through increasingly independent art practice and its relation to art history and theory. In Graphic Design you will take one compulsory module that will explore the role of the graphic designer in society.
Placement/Study abroad year:	Students may be permitted to transfer to a programme with Study Abroad / Placement Year.
Part 3:	In your final year you will choose to focus in one of the two subject areas. Art facilitates your mastery of a sustained and focused studio practice with an emphasis on independent research, critical reflection, production and presentation skills. In Graphic Design you will undertake practical projects and a dissertation which will prepare you for a career in the design industry.

Programme Learning Outcomes - BA Art and Graphic Design

During the course of the Programme, you will have the opportunity to develop a range of skills, knowledge and attributes (known as learning outcomes) For this programme, these are:

	Learning outcomes
1	Share knowledge of the diversity of art and design practices, and their materials, media, techniques and processes.
2	Critically reflect on the relationship of art and design practices to their global histories, their study and their contemporary relevance.
3	Initiate self-directed art and design processes and investigations, sustained by imagination and experimentation.
4	Acknowledge the interaction between intention, process, outcome, context and the methods of dissemination.
5	Use materials, media and techniques in informed, effective and skilful ways, committing to sustainability, responsibility and safety.
6	Demonstrate informed decision-making and reflective development in practical art and graphic design practice.

7	Select and present art or design practices and/or their outcomes with appropriate and effective methods, mindful of dissemination, global context and audiences.
8	Investigate the theory, history, and practice of art and graphic design using a variety of research methods.
9	Apply concise communication skills to write, present and visualise information within academic conventions.
10	Alone, in teams or with clients, work and communicate effectively across a range of configurations and environments.
11	Combine research and practice in art and graphic design with an awareness of communities, society, markets and the environment.
12	Create effective and engaging creative work by demonstrating an understanding of how people process and react to visual material.

You will be expected to engage in learning activities to achieve these Programme learning outcomes. Assessment of your modules will reflect these learning outcomes and test how far you have met the requirements for your degree.

To pass the Programme, you will be required to meet the progression or accreditation and award criteria set out below.

In addition to the learning outcomes stated above if you are on a placement or study abroad programme you will have the opportunity to develop the following learning outcome:

Additional Learning outcomes	
N/A	

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
FA1ART	Art Studio	40	4
FA1HA1	History of Art 1	20	4
TG1DL	Design Literacy	20	4
TG1TT	Type and Typography	20	4
TG1UX	User Experience 1	20	4
Students with English as a second language who enter the programme with IELTS (or equivalent) below 7.0 will be required to take an additional non-credit-bearing language course provided via the Academic English Programme.			
Part 2 Modules:			
Module	Name	Credits	Level
FA2ART	Art Studio 2	40	5
TG2BP	Brand and Persuasion 2	20	5

TG2ED	Editorial Design	20	5
TG2ID	Information Design 2	20	5
TG2UX	User Experience 2	20	5

Part 2 (continued) modules:

Module	Name	Credits	Level
FA2IART	Art Studio 2b	60	5
TG2DD	Design Discourse	20	5
TG2PD	Professional Development 2	20	5

Remaining credits will be made up of optional modules available in the Department of Art.

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

Part 3 Modules:

Students will choose to specialise in either Art or Graphic Design and take place in a degree show in that subject at the end of the year.

On the Art pathway students will take FA3ARTB (Art Studio 3b) and TG3DIS (Graphic Communication Dissertation).

On the Graphic Design pathway TG3DP (Design Portfolio), TG3PP (Professional Practice), and FA3HAD (Art and History of Art Dissertation).

Placement opportunities

Placements:

You may be provided with the opportunity to undertake a credit-bearing placement as part of your Programme. This will form all or part of an optional module. You will be required to find and secure a placement opportunity, with the support of the University

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.

Optional modules:

The optional modules available can vary from year to year. An indicative list of the range of optional modules for your programme can be found online in the Course Catalogue. 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.

Teaching and learning delivery:

You will experience a range of approaches to teaching which are tailored to the learning outcomes of the subjects you will study and the overall objectives of the joint programme. Student-centred learning in Art and Graphic Design is situated within the studio, your shared learning space, where you study amongst students from your programme; this core learning environment is informed by group work, collaboration and peer exchange, fostering inclusive and diverse debate. Your learning experience will involve a mix of lectures, asynchronous recorded content, workshops and small-group seminar discussion.

In Art, your learning will be initially guided through set practical projects, group and one-to-one feedback and weekly seminars. You will have the opportunity to be inducted in workshop facilities, technical and Health & Safety training. In part 2 and 2i your learning will be increasingly self-directed, supported by further training in skills and the deepening of your expertise. In part 3 in Art you extend your learning towards mastering your skills and knowledge in a final exhibition.

In Graphic Design Part 1, 2 and 2i modules are taught in a variety of ways, including lectures, seminars, tutorials, and workshops. At Part 3 the majority of the teaching is via interactive tutorials and workshops. Throughout the programme you will complete practical design work, mainly individually but occasionally in small groups.

Elements of your programme will be delivered via digital technology. For BA Art and Graphic Design there are dedicated resources available online via our virtual learning environment, Blackboard.

The scheduled teaching and learning activity hours and amount of technology enhanced learning activity for your programme will depend upon your module combination. In addition, you will undertake some self-scheduled teaching and learning activities, designed by and/or involving staff, which give some flexibility for you to choose when to complete them. You will also be expected to undertake guided independent study. Information about module study hours including 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.

Accreditation details

N/A

Assessment

The programme will be assessed through a combination a mixture of different kinds of coursework including essays, project reports, reflective writing, practical design projects, portfolios of practice and exhibitions of your work. Further information is contained in the individual module descriptions.

Progression

Part 1

To achieve a threshold performance at Part 1, a student will normally be required to:

- (i) Obtain an overall weighted average of 40% over 120 credits taken in Part 1; and
- (ii) Obtain a mark of at least 40% in individual modules amounting to not less than 80 credits taken in Part 1; and
- (iii) Obtain marks of at least 30% in modules amounting to 120 credits. (A Fail in a Pass/Fail module will be treated as not meeting the minimum threshold requirement for progression or classification. Pass/fail modules are excluded from weighted average calculations but must be passed to avoid failure of the Part or degree.)

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

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.

Students considering transferring to another programme should seek guidance from their designated Support Centre in the first instance.

Part 2

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

- (i) Obtain a weighted average of 40% over 120 credits taken in Part 2; and
- (ii) Obtain marks of at least 40% in individual modules amounting to at least 80 credits taken in Part 2; and
- (iii) Obtain marks of at least 30% in individual modules amounting to at least 120 credits. (A Fail in a Pass/Fail module will be treated as not meeting the minimum threshold requirement for progression or classification. Pass/fail modules are excluded from weighted average calculations but must be passed to avoid failure of the Part or degree).

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

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.

Part 2i

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

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

(iii) Obtain marks of at least 30% in individual modules amounting to at least 120 credits. (A Fail in a Pass/Fail module will be treated as not meeting the minimum threshold requirement for progression or classification. Pass/fail modules are excluded from weighted average calculations but must be passed to avoid failure of the Part or degree).

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

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:

Four year programmes

Part 2: one-sixth

Part 2i: one-sixth

Part 3: two-thirds

Details of the classification method is given in detail in the [Assessment Handbook](#) under:

- Section 17: Awards (Bachelor's), or
- Section 18: Awards (Integrated Master's programmes). Students who do not progress to Part 4 of the Integrated Master's will normally be subject to the method detailed under Section 17: Awards (Bachelor's)

Please note that there may be a specific version of the above for your year of entry.

Additional costs of the programme

The Department of Art houses its own art supplies shop that provides a range of materials at subsidised prices. Equipment and software for video and digital media practices are all available to hire at no cost through our student media resource. Due to the individual nature of studio practice, the cost of materials throughout your programme will vary depending on your choice of media. At Part 1 most materials are provided by the department except where students wish to use specialist or unusual materials of their choice. In subsequent years we would suggest an approximate budget of £200 per year to cover basics. For the final year exhibition you may wish to invest more in materials. This is not a necessary requirement and advice should be sought from the module convenor. However, a reasonable budgetary

expectation would be an additional £200. In addition, students should budget approximately £100 per year for exhibition and museum trips.

For the Graphic Design component of your degree you will need:

- An appropriately powerful laptop and other associated hardware is essential for graphic design projects. These are often one-off costs at the start of the programme. A laptop with a value of £1500–£2500 is common
- Printing costs: These ongoing costs will vary depending on current modules or topics. A cost of £10–30 per month is common.
- Most books are available through the University Library, but students may choose to buy their own sub-set of core texts. This is optional, but a small annual budget for books that inspire you is recommended.

Costs are indicative and may vary according to optional modules chosen and are subject to inflation and other price fluctuations. Estimates were calculated in 2026.

Students may consider purchasing a laptop to help support their learning. Information on recommended device specifications can be found on the [DTS Student Hub](#).

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 Art and Graphic Design for students entering Part 1 in session 2027/28

30 June 2026

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