

Course Specification

Course Summary Information		
1	Course Title	Graduate Diploma: Visual Communication Portfolio
	Course Code	UQ0624
3	Awarding Institution	Birmingham City University
4	Teaching Institution(s) (if different from point 3)	
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)	not applicable

6	Course Description (Marketing text for website)
	<p>This course is for graduates who want to undertake masters' level study but who have not yet met the required standard for admission to their chosen course. Through the course, we aim to help you to enhance your creative portfolio, knowledge and skills to a point that you will be eligible to join one of the MA courses within the School of Visual Communication.</p> <p>We acknowledge that students will begin the course with very different development needs; perhaps you need some support with your written or spoken English; or perhaps your portfolio would benefit from the world-class facilities available at Birmingham City University and the input of our experienced academic staff? Whether your development needs are creative or academic, this course will help you achieve your goals.</p> <p>Your course begins with a diagnostic tutorial during which we will assess the support you need to develop your creative portfolio, knowledge and skills. This will result in a personalised plan to help you achieve your goals. The Academic Skills modules will allow you to improve those all-important skills needed for successful masters' level study, such as understanding and communicating theories and arguments relevant to your practice. Through the Academic Skills modules, we aim to provide specialist support for students with English as a second language.</p> <p>You'll be able to specialise in one of the following areas (indicated in brackets), all under the single named award of MA Visual Communication</p> <p>MA Visual Communication MA Visual Communication - Photography MA Visual Communication – Graphic Communication MA Visual Communication - Illustration MA Visual Communication – Film & Animation</p> <p>You may also be eligible to join one of the other MAs in wider Faculty of Arts Design and Media, depending on the suitability of your portfolio and abilities.</p> <p>While the main purpose of this course is to prepare you for Masters level study, the following transferable skills are embedded throughout the curriculum to help you become more employable:</p>

	<ul style="list-style-type: none"> • Time management • Project management • Effective communication through a variety of methods, including presentations • Group working • Problem solving • Digital literacy <p>We recognise that students will have different prior experiences and competences and may not need to complete the full course in order to achieve the standards required for entry to Masters. Depending on your prior experience, the University's Recognition of Prior Learning scheme may enable you to make a case to undertake just those aspects of the course which meet your development needs.</p> <p>As part of the application process, we require a digital portfolio demonstrating critical thinking, technical abilities and creative process relevant to the subject area.</p>
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7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Graduate Diploma	6	120
7b	Exit Awards and Credits Awarded		
	Graduate Certificate	6	60

8	Derogation from the University Regulations
	Not Applicable

9	Delivery Patterns		
	Mode(s) of Study	Location(s) of Study	Duration of Study
	Full Time	City Centre	1 year
			UQ0624

10	Entry Requirements	
	Home:	Good Honours Degree relevant to the discipline or equivalent experience
	EU:	IELTS 5, with 5 in all bands, or equivalent
	International:	IELTS 5, with 5 in all bands, or equivalent
	Access:	Not applicable
11	Course Aims	
	<p>The overall aim of the course is to help students to progress to L7 study by supporting the development of:</p> <ul style="list-style-type: none"> - Technical and practical skills relevant to the discipline - Knowledge and understanding of the principal contextual areas relevant to the discipline 	

	<ul style="list-style-type: none"> - The ability to critically reflect on the student's own work and the work of others relevant to the discipline - The ability to work independently, managing time and resources effectively - The ability to research, analyse and apply relevant theoretical frameworks to the students own practice - The ability to communicate, in writing and verbally, key aspects of the discipline as it relates to their own practice
12	Course Learning Outcomes
	Knowledge and Understanding
1	Apply core vocabulary both academic and practical within the discipline
2	Undertake personal research and analysis to apply technical and theoretical frameworks
3	Demonstrate a systematic understanding of principal areas within their chosen design discipline and their relevance to own practice
4	Communicate key aspects, problems and approaches to proposals within their discipline and practice
5	Critically evaluate and reflect upon their own and others' practice within their discipline
	Skills and other Abilities
7	Work independently, managing time and resources effectively in order to complete a body of work
8	Demonstrate practical, analytical and critical skills within a portfolio of work commensurate with undertaking higher study
9	Generate, develop and apply ideas within own practice and discipline

14	Course Learning, Teaching and Assessment Strategy
	<p>This section explains the learning and teaching approaches, activities and experiences that your course will offer; the range of assessments and types of feedback and feed forward you will encounter, and explain how these will support your continuous learning throughout the course, and explain the expectations we have of you in this learning partnership.</p> <p>You will learn through a series of lecture seminars, competition briefs and (where possible), live projects, that will require you to engage through Dialogue, Discussion and Debate.</p> <p>You will be expected to respond to the tutor lead micro-briefs that will be delivered throughout the programme, which will also include critique presentations, peer learning and assessment by presentation.</p> <p>The Academic Skills modules are for pre-masters students across the wider Faculty so you will get to know students from outside your subject area and benefit from exposure to their practice and perspectives. The module works in tandem with your Portfolio and Major Project modules, allowing you to use the knowledge and skills you are developing to communicate ideas about your own practice and that of others related to your subject area. You will be taught mainly online, providing you with an opportunity to take part in interactive activities in your own time to support your learning. You will also participate in online group tutorials and seminars where your</p>

lecturers will help you to contextualise your learning to your particular subject area and your own practice. Your assessment will consist of presentations, short written proposals and reports relevant to your subject area. You'll have opportunities to get feedback on drafts of your work and to practice your presentations, with feedback from your fellow students and lecturers.

15 Course Requirements

15a Level 6:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):

Module Code	Module Name	Credit Value
ADM6008	Academic Skills 1	40
VIS6038	Developing a Portfolio - MA Visual Communication	20
ADM6005	Major Project	40
ADM6009	Academic Skills 2	20

15b Structure Diagram

Level 6

September Start

Semester 1	Semester 2
Academic Skills 1 (40 credits)	Academic Skills 2 (20 credits)
Developing a Portfolio - MA Visual Communication (20 credits)	Major Project (40 credits)

January Start

Semester 2	Semester 3
Academic Skills 1 (40 credits)	Academic Skills 2 (20 credits)
Developing a Portfolio - MA Visual Communication (20 credits)	Major Project (40 credits)

16 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 6

Workload

10% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	116
Directed Learning	272
Private Study	812
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	66.6
Exam	
In-Person	33.3