Course Specification

Course Summary Information			
1	**Course Title**	BA (Hons) Graphic Communication with Foundation Year	
2	**Course Code**	US0796F	W21F
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)		

6	**Course Description**
	The Foundation Year This four-year degree course (incorporating a foundation year) has been specifically designed to allow students to undertake an additional year of study which will build stronger creative footings to ensure successful progression through their chosen degree course. Working in a lively and energetic environment, students will be given the freedom to expand their knowledge of practical skills, creative exploration and conceptual development, underpinned by broad critical understanding, academic writing and emerging theoretical principles. There will be a range of opportunities to work on collaborative and individual projects aimed to develop employability partnerships and to identify the role of developing practitioner. BA teaching staff from across both schools will work closely with students throughout the course to prepare them for progression. After successful completion of the foundation year, students will have the flexibility to switch (should they wish to change direction) onto a number of related undergraduate degree programmes within Birmingham School of Art or the School of Visual Communication. **BA Graphic Communication** Our diverse and exciting BA (Hons) Graphic Communication degree course is a must for anyone passionate about graphic design and looking to pursue a career in the creative industries. Thanks to established links with major advertising agencies, publishing houses and interactive design groups, the course is structured to provide you with industry-relevant skills in the fields of communication, branding, strategy, creative advertising and design, in still and moving images, both in print and online. Lecturers are well placed to give commercially relevant guidance based on current trends and historical contexts. We run an in-house agency that will prepare you for entering the world of design, your work experience will come from placements, studio visits and real live briefs.

	Collaboration with other disciplines is encouraged, developing new ideas and connections with subjects such as illustration, photography and film and animation. **What's covered in the course?** The Graphic Communication course expects you to stand out through your imaginative thinking, passion and commitment to new ideas and international perspectives. You will study a course that will enhance your design skills and challenge your creative thinking, helping you identify the latest directions in design and advertising communication on a world stage. We attract independent learners who are creative, imaginative, playful, full of passion and totally aware of the power they possess to facilitate change, inform opinion and make their mark in industry. In three years you will be engaged in all the practical and intellectual skills as practitioners in an ever-changing commercial environment. Many graduates have gone on to become leaders in their field of specialism and they often return to the University to share this knowledge. You will immerse yourself in our vibrant creative community, based at our City Centre Campus, where you will find screen-printing, letterpress facilities, software training rooms and studio facilities to enhance your design work. You will also have the opportunity to study abroad for part of the course, or to go on trips to destinations such as New York, Berlin or Paris. You will engage with live project briefs with companies and industry partners. These range from local to international and include such companies as the following - Moonpig, NHS, Studio Bonito, McCann Erickson, The Times, Chapter, One Black Bear, Cogent Elliott, Leo Burnett London, Beattie McGuinness Bungay, Fluid, Z3, Boxer, Momentum, CBSO, Ikon, Birmingham Hippodrome, John Taylor Hospice, Hello Creatives, DMA, and Saatchi & Saatchi. Your tutors are enthusiastic about their specialisms, which fosters an invaluable knowledge transfer within the course. We have exceptional levels of external engagement, with visiting lectures given by nationally and internationally-recognised practitioners, as well as having numerous links with industry, workshops, seminars, masterclasses, careers advice, portfolio reviews, mentorships and placements.

7	**Course Awards**		
7a	**Name of Final Award**	**Level**	**Credits Awarded**
	Bachelor of Arts with Honours Graphic Communication	6	480
7b	**Exit Awards and Credits Awarded**		
	Foundation Certificate Visual Arts and Communication Certificate of Higher Education Graphic Communication Diploma of Higher Education Graphic Communication Bachelor of Arts Graphic Communication	3 4 5 6	120 240 360 420

8	**Derogation from the University Regulations**
	None

9	Delivery Patterns		
Mode(s) of Study	**Location(s) of Study**	**Duration of Study**	**Code(s)**
Full time	City Centre	4 years	US0796F

10	Entry Requirements
	The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk/, or may be found by searching for the course entry profile located on the UCAS website.

11	Course Learning Outcomes
1	**Knowledge and Understanding**
1.1	Describe and evaluate the critical and contextual dimensions of graphic communication practice.
1.2	Develop a high level of technical and practical skills in analogue and digital communication and be able to creatively apply these.
1.3	Undertake research into graphic communication and its contexts, through the use of creative experimentation, academic rigour and critical analysis.
1.4	Develop multiple skills for employability and be working at a professional standard.
2	**Cognitive and Intellectual Skills**
2.1	The ability to source, synthesise and apply research and to develop and articulate ideas in practical, written and verbal forms.
2.2	Demonstrate critical and reflective analysise of their own practice and the work of appropriate graphic communication practitioners.
2.3	Demonstrate creative thinking skills and different approaches to solving problems.
2.4	Review, consolidate, and apply their knowledge in accordance with theories, discourse and concepts of graphic communication.
3	**Practical and Professional Skills**
3.1	Generate a range of potential ideas and visual developments and apply this to the production of creative work.
3.2	Confidently apply appropriate practical and technical knowledge through a wide range of materials, tools, technologies and approaches to graphic communication.
3.3	Explore the benefits of risk-taking, iterative failure and the possibilities found within innovative forms of cross-disciplinary activities.
3.4	Synthesise theory and practice towards personal career ambitions and reflect upon their position within photography and related disciplines.
4	**Key Transferable Skills**

4.1	Manage own learning, including self-evaluation through reflection and take action that results in self-development.
4.2	Employ negotiation, enterprise, planning, exhibition and presentation skills to a professional standard.
4.3	Communicate ideas, information, problems and solutions in visual, written and oral forms.
4.4	Work effectively and efficiently, either autonomously or collaboratively.

12	**Course Requirements**

12a **Level 3:**

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
VIS3004	Understanding Practice	20
VIS3001	Creative Development & Production	40
VIS3002	Perspectives on Practice	20
VIS3003	Creative Realisation	40

Level 4:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):

Module Code	Module Name	Credit Value
VIS4025	Introduction to Visual Communication	20
VIS4051	Principles and Practice of Graphic Communication	40
VIS4042	Enterprise of Graphic Communication	20
VIS4041	Discourse	20

In order to complete this course a student must successfully complete at least 20 credits from the following list of OPTIONAL modules:

Module Code	Module Name	Credit Value
VIS4038	Narrative (Space and Place)	20
VIS4040	Narrative (Time and Sequence)	20
VIS4037	Narrative (Sound and Movement)	20
VIS4039	Narrative (Text and Image)	20
VIS4036	Narrative (People and Identity)	20

Level 5:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):

Module Code	Module Name	Credit Value
VIS5038	Context of Graphic Communication	40
VIS5041	Identifying Direction	40
ADM5001	Live Project	20

In order to complete this course a student must successfully complete at least 20 credits from the following list of OPTIONAL modules.

Module Code	Module Name	Credit Value
ADM5000	Work Placement	20
ADM5006	Collaborative Practice	20

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
VIS6037	Critical Practice	60
VIS6039	Major Project	60

12b Structure Diagram

Please note list of optional modules is indicative only as modules will only run if selected by 15 or more students. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

Level 3

SEMESTER ONE	SEMESTER TWO
Core • Understanding Practice (20 credits) • Creative Development and Production (40 credits)	Core • Perspective on Practice (20 credits) • Creative Realisation (40 credits)

Level 4

SEMESTER ONE	SEMESTER TWO
Core • Introduction to Visual Communication (20 credits) • Principles and Practice of Graphic Communication (40 credits)	Core • Enterprise of Graphic Communication (20 credits) • Discourse (20 credits)
Optional • No Optional Modules this Semester	Optional • Narrative (Space and Place) (20 credits) • Narrative (Time and Sequence) (20 credits) • Narrative (Sound and Movement) (20 credits) • Narrative (Text and Image) (20 credits) • Narrative (People and Identity) (20 credits)

Level 5

Core • Context of Graphic Communication (40 credits) • Live Project (20 credits)	Core • Identifying Direction (40 credits)
Optional • No Optional Modules this Semester	Optional • Work Placement (20 credits) • Collaborative Practice (20 credits)

Level 6

Core • Critical Practice (60 credits)	Core • Major Project (60 credits)

13 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 3

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	480
Directed Learning	480
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	
In-Person	

Level 4

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	257
Directed Learning	703
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	

In-Person	

Level 5

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	201
Directed Learning	759
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	66%
Exam	
In-Person	34%

Level 6

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	89.5%
Directed Learning	870.5%
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	
In-Person	