University of Suffolk

DEFINITIVE COURSE RECORD

Course Title	**BA (Hons) Graphic Design with Professional Placement**
Awarding Bodies	**University of Suffolk**
Level of Award[1]	**FHEQ Level 6**
Professional, Statutory and Regulatory Bodies Recognition	**None**
Credit Structure[2]	**480 Credits** **Level 4: 120 Credits** **Level 5: 120 Credits plus 120 placement credits*** **Level 6: 120 Credits** ***For an award 'with Professional Placement,' 120 placement credits are also required**
Mode of Attendance	**Full-time**
Standard Length of Course[3]	**4 years full-time**
Intended Award	**BA (Hons) Graphic Design with Professional Placement**
Named Exit Awards	**CertHE Graphic Design** **DipHE Graphic Design** **DipHE Graphic Design with Professional Placement** **BA Graphic Design with Professional Placement**
Entry Requirements[4]	**112 UCAS tariff points (or equivalent)** **Applicants will be expected to attend an interview and show a portfolio, or submit an e-portfolio, as part of the application process**
Delivering Institution(s)	**University of Suffolk**
UCAS Code	**W212**

This definitive record sets out the essential features and characteristics of the BA (Hons) Graphic Design with Professional Placement. The information provided is accurate for students entering level 4 in the 2024-2025 academic year[5].

Course Summary
The BA (Hons) Graphic Design with Professional Placement degree enables students to develop practical, creative and intellectual skills underpinned by theoretical and conceptual approaches to design. Delivered in a professional environment, utilising traditional and contemporary media, students produce inventive, high quality, and vocationally relevant work.

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[1] For an explanation of the levels of higher education study, see the QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014)

[2] All academic credit awarded as a result of study at the University adheres to the Higher education credit framework for England.

[3] Where the course is delivered both full-time and part-time, the standard length of course is provided for the full-time mode of attendance only. The length of the part-time course is variable and dependent upon the intensity of study. Further information about mode of study and maximum registration periods can be found in the Framework and Regulations for Undergraduate Awards.

[4] Details of standard entry requirements can be found in the Admissions Policy and further details about Disclosure and Barring Checks (DBS) can be found on the University's DBS webpage.

[5] The University reserves the right to make changes to course content, structure, teaching and assessment as outlined in the Admissions Policy.

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Employability is at the heart of the Graphic Design with Professional Placement course at the University of Suffolk. As well as learning how to be creative and critical thinkers while also developing a broad range of practical skills, contemporary professional practice prepares students for their future careers. Transferable knowledge and skills are embedded throughout the teaching and learning experience, further enabling students to become enterprising and employable graduates.

Course Aims

The primary aim of the BA (Hons) Graphic Design with Professional Placement programme is to educate students so that they are able to work as creative visual communicators, or to support their progression onto a postgraduate course, either straight after graduating or later in life. The course also aims to teach many transferable and employable skills that will enable students to meet the challenges of a changing world, allow them to be agile in their use of existing and emerging technology, and to encourage a professional self-awareness in order that they are more able to influence their own career decisions in line with their personal creative ambitions.

The course provides a suitable base for a wide variety of potential employment types, whether that relates to working as an employee, becoming self-employed, or working as a freelancer. The teaching of creative and analytical thinking, research skills, problem solving, communication skills, time-management and self-organisation, are all embedded within the delivery of the course. This aims to allow students to develop personal and professional attributes which can be applied to a wide range of post-course options, both within and outside of the field of graphic design.

The course aims:

- To provide a flexible, stimulating and challenging learning experience that accommodates the diverse academic and vocational backgrounds and prepares you for your future careers.
- To nurture and maintain a commitment to intellectual and personal development in order to form a basis for a lifetime of experience and learning.
- To provide an educational framework that promotes the development of broad professional Graphic Design and/or Graphic Illustration awareness and abilities, alongside the acquisition of transferable and employability skills.
- To promote the cultural and vocational relevance of the course and enable links with practitioners, professional organizations, the creative industries and the wider community in general.
- To assist and encourage students to develop a mature and self-motivated attitude in creating and producing original solutions with a diverse, explorative range of creative and critical approaches and methods.
- The course aims correlate with the defining principles stated of the QAA Benchmark Statement for Art and Design 2017, which reflect the course philosophy and the distinctive nature of your student experience on this course at University of Suffolk.

Course Learning Outcomes

The following statements define what students graduating from the BA (Hons) Graphic Design with Professional Placement course will have been judged to have demonstrated in order to achieve the award. These statements, known as learning outcomes, have been formally

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approved as aligned with the generic qualification descriptor for level 6 awards as set out by the UK Quality Assurance Agency (QAA)[6].

At the end of Level 4, students will be able to:

1. select, use and apply traditional and/or digital media proficiently within set assignments and tasks

2. generate and develop ideas from initial concepts through to defined graphic design or graphic illustration outcomes in response to set briefs

3. analyse and critique your own work and the work of others, making connections between creative processes, the use of different medias, design outcomes and the contexts they sit within

4. demonstrate a broad understanding of the contemporary and historical contextual dimensions of Graphic Design.

At the end of Level 5, in conjunction with previous Level Learning Outcomes, students will be able to:

5. effectively solve visual communication problems through creative practice to specific audiences, with solutions arrived at through critical analysis, conceptualisation, selection and proficient use of appropriate technology, in answer to set or negotiated project briefs

6. understand how their own work is situated within the context of a wide range of graphic design and/or illustration career opportunities available within contemporary design practice

7. critically question their research and show an emerging understanding of theoretical perspectives that relate to the historical, contextual and societal dimensions of graphic design or illustration as creative disciplines

At the end of Level 6, and in conjunction with previous Level Learning Outcomes, students will be able to:

8. articulate and synthesise their knowledge and understanding, attributes and skills in effective ways in the contexts of creative practice, potential employment options or further study

9. independently generate a diverse range of creative ideas, concepts, proposals, solutions and/or discussion points through the production of multifaceted design solutions produced to a professional standard in response to self-initiated enquiry and activity

10. adopt a substantive critical and analytical approach to questioning independently sourced research material in relation to the practical and theoretical contexts of Graphic Design, demonstrating an articulate command of design vocabulary

Course Design
The design of this course has been guided by the following QAA Benchmarks:
- QAA Subject Benchmark Statements Art and Design, February 2017

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[6] As set out in the QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014)

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Course Structure
The BA (Hons) Graphic Design with Professional Placement comprises modules at levels 4, 5 and 6.

Module Specifications for each of these modules is included within the course handbook, available to students on-line at the beginning of each academic year.

	Module	Credits	Module Type[7]
Level 4			
	Digital Interpretations	20	M
	Idea Generation in Graphic Design	20	M
	Typographic Explorations	20	M
	Print Media for Graphic Design	20	M
	Exploring Visual Language	20	M
	Contextual Studies	20	M
Level 5			
	Applied Ideas in Graphic Design	20	M
	Visual Identity	20	M
	Graphic Design for Screen	20	M
	Applying Critical Perspectives	40	M
	Plus either		
	Professional Design Practices **or**	20	O
	* Work-based Learning	20	O
Placement Year			
	Professional Placement (sandwich year)	120	M
Level 6			
	Graphic Design Portfolio Development	60	M
	Personal and Professional Critical Review	20	M
	Dissertation	40	M

* Work-Based Learning module is offered as an option every year; enrolment on the module is dependent on a successful application process which is run at the end of Block 1 in Level 5.

Awards

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[7] Modules are designated as either mandatory (M), requisite (R) or optional (O). For definitions, see the Framework and Regulations for Undergraduate Awards

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On successful completion of the course, students will be awarded a BA (Hons) Graphic Design with Professional Placement. Students who leave the course early may be eligible for a BA Graphic Design with Professional Placement on successful completion of 420 credits including the Professional Placement module and all mandatory modules at level 4 and 5, plus 60 credits at level 6, a DipHE Graphic Design with Professional Placement on successful completion of 360 credits including the Professional Placement module and all mandatory modules at levels 4 and 5, a DipHE Graphic Design on successful completion of 240 credits including all mandatory modules at levels 4 and 5, or a CertHE Graphic Design on successful completion of 120 credits including all mandatory modules at level 4.

Course Delivery
The course is delivered at Ipswich. Students studying full-time on BA (Hons) Graphic Design with Professional Placement are likely to have approximately 10 tutor structured learning hours per week for level 4, 10 tutor structured learning hours per week for level 5 and between 8-9 tutor structured learning hours per week for level 6. Tutor structured learning will be a mix of lectures, seminars, critiques, practical activities, tutorials and workshops. Students will be expected to engage with tutor set learning, independent learning and assessment activity that will encompass approximately 32 hours in an average week; but should be prepared for this to vary based on assignment deadlines and class exercises.

Course Assessment
A variety of assessments will be used on the course to enable students to experience and adapt to different assessment styles. The assessment methods used will be appropriate to assess each module's intended learning outcomes. Assessment on the course overall will comprise of 100% coursework (including practical assessments, essays, reports, presentations, group work, reflective learning journals and research projects).

Course Team
The academic staff delivering this course are drawn from a team that includes teaching specialists and current practitioners. All staff are qualified in their subjects with their own specialist knowledge to contribute.

Course Costs
Students undertaking BA (Hons) Graphic Design with Professional Placement will be charged tuition fees as detailed below.

Student Group	Tuition Fees
Full-time UK	£9,250 per year
Part-time UK	£1,454 per 20 credit module
Placement year In UK / Abroad & UK / Abroad	£1,850 / £1,385 / £1,385
Full-time EU/International	£15,210 per year
Part-time EU/International	£2,535 per 20 credit module
Placement year EU/International In UK / Abroad & UK / Abroad	£2,875 / £2,155 / £2,155

Payment of tuition fees is due at the time of enrolment and is managed in accordance with the Tuition Fee Policy.

Students are likely to incur other costs:
- Course trips can be run 2 or 3 times every year at each level. While these are sometimes module specific, they are optional. Costs usually range from between £20-£50, depending on mode of transport and destination;

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- The course sometimes runs an international trip that is optional. The cost of such trips is dependent on location, travel details, length of trip and accommodation;
- Specialist materials will need to be bought, such as papers, layout pads, inks, drawing equipment, etc. On average, costs per module should range between £50-£100, however, this may rise to between £100-£200 for practical modules late in Level 5 and at Level 6 as students need professional standard prints for their portfolios, and produce realistic dummies and prototypes of 3D design work for display purposes;
- There is an optional Work Based Learning module in Level 5, which students negotiate to do as a replacement for another module. Students have to fund their own transport to this placement;
- There is an expectation that Level 6 students fund their Degree Show, although they often take on fundraising activities throughout the year to help with this. A final year student should budget approximately £100 for this, but often it is much less;
- It is advised students invest in a portable hard-drive to back-up all their digital work. Approximate cost £50.

Academic Framework and Regulations

This course is delivered according to the Framework and Regulations for Undergraduate Awards and other academic policies and procedures of the University and published on the [website](#).