

COURSE SPECIFICATION

Awarding body:	Norwich University of the Arts The University is a recognised body with taught degree awarding powers. The University is subject to regulation by the Office for Students (OfS).
Course title:	BA (Hons) Graphic Communication four-year degree
Level of Study:	The level of study is aligned to Level 6 Descriptors of the Office for Students (OfS) Sector Recognised Standards (SRS) (May 2022)
Award:	Bachelor's degree with honours (BA (Hons))
Mode of Study:	Full-time
Duration of Course:	4 years
Language of Study:	English
Course Accreditation:	None
Relevant QAA Subject Benchmarks:	Art and Design (2019) Subject Benchmark Statements set out expectations about standards of degrees in a range of subject areas. They describe what gives a discipline its coherence and identity, and define what can be expected of a graduate in terms of the abilities and skills needed to develop understanding or competence in the subject. For further information see: https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf?sfvrsn=71eef781_16
Tuition Fees:	For details of tuition fees see: Fees and Funding
Other Course Costs:	<p>The cost of materials for producing course work is not included in the tuition fee. Due to the choice and diversity it is not possible to generalise about the costs that you might incur. On average students of arts, design and media courses spend around £285 in their first year rising to £425 in their second year and £680 in their graduating year.</p> <p>The course may also offer an opportunity to attend one or more study visits. These visits are not compulsory and costs vary depending on the location and duration of the study visit.</p> <p>For details see: https://norwichuni.ac.uk/courses/course-costs/</p>

ADMISSION REQUIREMENTS

Entry Requirements / Interview / Portfolio:

Information on how to apply and how we make our decisions on your application is available on our website at: <https://norwichuni.ac.uk/study-at-norwich/undergraduate-apply/>

AIMS AND OUTCOMES OF UNDERGRADUATE STUDY

The Aims and Outcomes of the Year 0 programme at the University have been developed with reference to the descriptors for (a) the QCF Level 3, and (b) the FHEQ Level 4. Entry requirements for the University's Year 0 programme include the satisfactory achievement of Level 3 qualifications. The academic standards expected of students who successfully complete the Year 0 programme therefore exceed QCF Level 3. Teaching, learning and assessment on the Year 0 programme are designed to provide students with further preparation for one of the University's undergraduate degree courses at FHEQ Level 4 (Year 1 of undergraduate study).

In defining the Year 0 programme at Norwich University of the Arts, consideration has also been given to the QAA guidance paper *International students - studying in the UK* (January 2012) in designing programmes of study that recognise variations in student expectation along with the benefits associated with diversity.

The Aims of the Year 0 programme at the University are to:

- Provide an inclusive, supportive and stimulating learning environment to prepare students for the specialist study of arts, design and media;
- Enable students to gain an awareness of the nature and scope of arts, design and media practice, context and theory;
- Provide students with opportunities for imaginative, exploratory and rigorous creative practice;
- Provide an educational experience that prepares students for further study;
- Provide courses that make students aware of their potential future contribution to social, economic and cultural life;
- Provide curriculum content which is current and takes into consideration the work of a range of contemporary creative practitioners.

The Aims of Undergraduate Study are to:

- Provide students with an inclusive and stimulating curriculum for the specialist study of art, design, architecture and media.
- Maintain and nurture a commitment to intellectual and personal development as a basis for a lifetime of learning and professional practice.
- Provide students with opportunities for innovative, imaginative and intellectually rigorous opportunities for creative practice along with skills appropriate to the named award.
- To enable students to establish and develop key skills in areas of creative practice, research and professional practice as they apply to the subject.
- Provide students with the required practical and project management skills to realise ideas.
- Provide courses that prepare students for employment and professional practice and/or further study.
- Provide courses that enable graduates to make a useful contribution to the social, economic and cultural life of the region and beyond.
- Enrich curriculum content and ensure course currency through the professional practice, research and scholarship of staff.
- Emphasise the cultural, technical and vocational relevance of course provision.
- Develop effective collaborations with the creative and cultural industries, professional bodies, other HEIs and wider art, design, architecture and media communities.

GENERIC SKILLS

Students who successfully complete a Year 0 programme will:

- Be able to work with increasing independence in an area appropriate to the relevant sphere of creative practice;
- Be able to work with some flexibility and to recognise change and uncertainty in practice;
- Have begun to develop a professional approach in working towards achieving their full potential as a creative practitioner;
- Be able to work collaboratively, having regard to the views and needs of others;
- Have developed the ability to make effective use of basic processes and materials appropriate to course requirements;
- Be able to work with due regard to Health and Safety procedures and apply them to their chosen area of specialism or context;
- Be able to interpret and comment on their subject practice using spoken, written, spoken and visual means of communication.

Holders of Undergraduate Awards will:

- Have developed the skills to embark on a professional career or further course of study in a related field.
- Demonstrate a professional approach and work towards achieving their full potential as a creative or technical practitioner.
- Possess the qualities and transferable skills necessary for employment and progression to other qualifications assuming personal responsibility and decision-making.
- Be digitally literate in relation to the skills essential for professional practice and its representations.
- Be able to locate their work within relevant professional, cultural and historical frameworks.
- Be able to practice professionally in an area appropriate to their subject skills and expertise.
- Have developed the capacity to critically examine the context within which their practice is based.
- Be able to analyse information and experience to formulate and present reasoned arguments.
- Have an understanding of the extent of their knowledge, and how this influences analysis and interpretation based on that knowledge in their area of practice.
- Be able to interpret and communicate their practice using spoken, written and visual language.
- Be able to work flexibly to manage change and uncertainty.
- Be able to work independently and collaboratively while having regard to the views and needs of other stakeholders.
- Have developed the ability to make effective use of processes and materials appropriate to the subject.
- Be able to work with due regard to Health and Safety, Ethics, Sustainability and Risk Assessment considerations as they apply in a range of professional contexts.

COURSE DIAGRAM

BA0a: Introductory Studies	BA0b: Specialist Studies
10 weeks	20 weeks

BA1a: Creative Learning	BA1b: Explore and Experiment
40 Credits	80 Credits
10 Weeks	20 Weeks

BA2a: Global Contexts	BA2b: Collaboration
80 Credits	40 Credits
20 Weeks	10 Weeks

BA3a: Research and Preparation	BA3b: Resolution and Career Development
40 Credits	80 Credits
10 Weeks	20 Weeks

COURSE OVERVIEW

Graphic Communication at Norwich University of the Arts is a forward-facing contemporary brand communications degree in which you will design brands and visual identities, advertising campaigns and digital communications including websites, apps, and motion, film and animation. Typography, copywriting, imagery, motion and print applications lie at the heart of all your work. The course recognises that fact that we interact with brands and their products and services largely through digital interfaces, and as such all the work you will involve designing for screen as well as print environments. As such, this course is fundamentally at the centre of the wider graphic design industry. The work you will create for your portfolio will be instantly recognisable to the widest range of design agencies. You will become adept at understanding and deciphering a brief, researching and generating ideas, problem-solving, developing the most successful concept, and executing and presenting the final work.

Each academic year is divided into two units, with each unit having a distinct theme and a set of projects that build on previous skills and knowledge, and develop new learning in preparation for the units to follow. The course is entirely driven by the 'design brief' with approximately 80% of those being practical design work, and approximately 20% being theoretical, written work. The practical studio projects are designed to be mimics of the type of briefs you would get in a design agency, resulting in outcomes that genuinely prepare you for the real world of work. Some projects are very fast-paced and might have more of a skills-acquisition feel to them, encouraging you to learn new techniques and software, and others will put that knowledge to the test in how you execute and realise your design solutions. You will become adept at creating clever ideas-based solutions for organisations and brands, charities and social causes, design for good/change and campaigns that aim to address the problems we face in the world.

You will work with a set of expert staff, who are talented designers and educators in their own right. Many of the staff you will work with are practicing designers working with clients week in, week out. Typical teaching methods include lectures, talks and presentations, group and individual tutorials, digital and analogue workshops, and seminars and presentation crits. Projects vary in length from one or two weeks at the shorter end, to four to six weeks at the longer end. Thus, in a typical year, you might work on about six to eight projects in total, giving you ample opportunities to develop a design process, and plenty of resolved work for your portfolio.

Our industry contacts always tell us that above all else, they are looking for clever ideas-based thinkers when they take on emerging graduates. Therefore, we thoroughly test and develop this approach through every project you do on the course. You will become familiar with researching a topic and searching for interesting and relevant insights. From these you will develop a range of ideas and you will become skilled in assessing the qualities and merits of the ideas you have, allowing you to select and refine the best one. Through your software skills and core design skills such as typography, layout/composition and aesthetic judgement, you will create and test a range of visual approaches, again – editing and refining the best one.

The units, particularly in second and third year, will also develop a set of employment focused skills and awareness in you. You will conclude most units with a portfolio that you will continue to develop and refine as you go through the course. By the time you conclude the course you will have a developed portfolio and a strong sense of where you want to work within the industry.

You are encouraged to collaborate throughout all stages of the course. There are group project opportunities in first year, and these continue in year two and three with team projects and collaborations with industry partners. Nearly all designers have to collaborate with others; even sole-traders need to work with clients and suppliers, and of course working within any sort of agency set-up requires that you can work alongside others. Therefore we provide these opportunities for you to develop a set of professional and transferable skills such as team-work, time management and project planning.

BA (HONS) GRAPHIC COMMUNICATION FOUR YEAR DEGREE

As a Graphic Communication student you join students from the other graphics courses in an industry-rich, employer focused curriculum that places engagement with professional designers and agencies right at the heart of the course. Your opportunities to meet and work with industry, in a wide variety of ways, are unparalleled. Your timetable will be punctuated by regular industry talks from some of the highest profile designers, studios and agencies, anywhere in the world. You will have opportunities to participate in workshops and classes run by external professionals, you will undertake project briefs initiated and taught by designers from industry, and you will be encouraged to enter national and international design competitions judged by the design industry. Other forms of industry engagement within the course include portfolio reviews and surgeries, talks from practicing alumni focused around portfolio development and employability, interview practice and graduate portfolio showcase events.

Students from Graphic Communication have been incredibly successful, receiving multiple awards from D&AD New Blood Awards (arguably the most prestigious student design competition in the world), the YCN Awards, Creative Conscience Awards and Dragon Rouge Firestarters. Competition success is another way in which students gain direct access to the design industry, and many students have secured graduate placements and full-time employment as a direct result of entering and winning design competitions.

Philosophically we like to believe that your career begins with the start of the course, rather than at the end of it when you graduate. As such, employability and careers are a constant theme through all the units on each year of the course. The biggest single factor in helping you prepare for your career is the numerous ways in which you will engage with industry throughout the course. In addition to this, several units have highly specified careers and employability focused taught sessions and submission requirements. The most important of all these is the creation and on-going development of your portfolio. The course will provide teaching on how to prepare a portfolio in both digital, social and physical formats, backed-up by exemplars and supported by visiting professionals. You will be asked to consider the design industry in terms of the sectors you wish to work in, and the potential roles that are available to you. You will have the opportunity to create a range of employment focused tools including a CV, email/covering letter and a career overview and strategy. Fundamental to all this is reflection, and you will frequently be encouraged to consider your strengths, areas for development and how your practice is meeting your career ambitions. Part of reflecting on your skills and knowledge is to recognise the many transferable skills that you will develop on the course, which are essential for a career in any walk of life. The course has incredibly good data around the destinations and careers that its graduates take up. Students have found employment at some of the most prestigious design agencies including Superunion, Magpie, Weirido, Tommy, Accept & Proceed, Pentagram, Sunday, Paul Belford Ltd, and many, many more. Graduates often start their careers as Junior Designers, but some have found other roles that they are equally equipped to work within including account/client management, design strategy and User Experience Design.

Year 0 Unit: BA0a

Unit Title: Introductory Studies

Reference: BA0a

Year: 0

Duration: 10 Weeks

Study Time: 400 Hours

Description

This Unit is designed to help you to develop the practical skills and awareness of processes and research methods that are fundamental to developing a sustainable creative practice. You will be encouraged to develop a questioning and experimental approach to both your practice and thinking. Adapting to the working patterns and the level of enquiry, required for university study, can be difficult and this Unit will enable you to establish the tools and methods to navigate your studies successfully.

Key to the success of this Unit is the ability to test, question, record, and develop responses to the projects set, and to allow ideas to emerge from a process of experimentation, reflection and editing. Seldom is the first idea the best idea and you will be encouraged to explore your work from multiple directions, allowing you to arrive at the best solution for any given problem. You will also be introduced to the mapping skills that will allow you to develop an understanding of the context of your emergent work that will lay the foundation for further studying and career goals.

In the initial stages of the Unit, you will also gain an understanding of the importance of visualisation skills within the creative process, as a means to generate, develop, and communicate ideas. Within this Unit there are a number of creative workshops that will introduce you to key ideas and working processes, both practically and conceptually. You will also be introduced to a range of different technical workshops throughout the University, through a series of timetabled inductions. Projects will be informed by a programme of research seminars, with an accompanying portfolio of research tasks, referencing conceptual skills and the work of individuals and movements across a broad terrain of contemporary creative practice.

Topics covered in this unit

Creative Practice	Research Practice and Critical Thinking	Careers and Personal Development
Generating ideas, taking creative risks, and developing work through an iterative process	Developing awareness of the interplay between practice and theory	Navigating resources and developing life skills for university
Developing practical skills to advance your practice	Gaining critical and contextual awareness of key creative practitioners	Building communication skills
Using a journal to build skills in reflective learning	Developing research strategies and methods to support critical enquiry	Developing safe working practices on campus

In this unit we aim to support you in:

- Familiarising yourself with the University and how to navigate your studies
- Developing research skills for creative enquiry, questioning and reflection
- Gaining confidence in experimentation and methods to develop your practice
- Developing communication skills for visual, oral and written work.

Learning Outcomes

Upon successful completion of this unit, you will be able to:

Research	Show an understanding of RESEARCH methods to develop reference material for visual and written work
Experimentation and Iteration	Develop your creative work through a process of EXPERIMENTATION and ITERATION
Communication	COMMUNICATE effectively the development of your creative practice
Professional Practice	Show skills in INDEPENDENT LEARNING in the development of your creative work

Assessment Requirements

You are required to submit all the following for assessment:

- Body of creative work
- Supporting documentation
- Reflective Learning Summary
- 1000-word text

Year 0 Unit: BA0b

Unit Title:	Specialist Studies
Reference:	BA0b
Year:	0
Duration:	20 Weeks
Study Time:	800 Hours

Description

Within this unit you will use and build upon the skills acquired within BA0a to begin to develop your creative practice, continuing to use key skills of research, questioning, ideas development, iteration, and reflection. You will be asked to map your practice thematically and contextually and navigate set projects from your own areas of specialism. At this stage you will have begun to establish the early building blocks of your creative practice, utilising practical skills, skills in reflection and contextualisation. You will be encouraged to engage iterative processes from within your chosen specialism, demonstrating a willingness to test, edit and refine your work through to resolved outcomes. You will also be asked to make good use of self-evaluation and feedback to support you through the process of development and improvement as you seek to best express your ideas.

You will begin to learn more independently, further utilising time management, and self-reflection skills. Through this unit you will be encouraged to further define the context in which you situate your practice, both in terms of realising the work, and how it is received by an audience of peers and others.

As part of this unit, you will be supported by weekly research seminars that help you to build a contextual framework for your practical work that draws on your growing knowledge of contemporary, historical and critical concepts relevant to your subject specialism. You will also be asked to consider different aspects of sustainability, the social, political, cultural and environmental concerns surrounding making work in today's creative contexts. You will be asked to consider your own position in relation to these issues and demonstrate both a social and an ethical awareness.

As you progress through the unit you will be asked to articulate concepts and contexts within your supporting documentation and a portfolio of research tasks, culminating in and the ten-minute presentation which situates your practice within your chosen specialism.

Topics covered in this unit

Creative Practice	Research Practice and Critical Thinking	Careers and Personal Development
Using enquiry, iteration, and reflection to develop creative projects	Questioning, contextualising, and evaluating information, and utilising an understanding of the interchange between practice and theory	Developing time management and project planning skills
Developing knowledge and ability in subject specific media, techniques, processes, and creative approaches	Locating, understanding, and analysing key concepts and contexts relevant to your specialist subject	Building skills in team working
Developing reflective practice through documenting process and outcome	Developing writing skills utilising reliable sources and academic conventions	Developing communication and presentation skills and confidence in expressing ideas and themes to a range of audiences

In this unit we aim to support you in:

- Developing independent research skills to advance your creative work and understanding of the historical and critical context of your practice, relevant to chosen discipline.
- Enabling the development of an individual creative practice through effective time-management, organisational skills, and a willingness to fully engage in the creative process.
- Using self-evaluation and critical reflection.
- Developing an ability to communicate intended ideas and themes, through visual, written work, and verbal critique.
- Managing your creative process through to project realisation.

Learning Outcomes

Upon successful completion of this unit, you will be able to:

Research	Apply RESEARCH skills to locate contextual references relevant to your work
Knowledge and Skills	Show KNOWLEDGE and SKILLS in a range of processes and materials that support development of a body of work
Experimentation and Iteration	Apply skills in research, EXPERIMENTATION and ITERATION in developing and realising a body of work
Reflection and Evaluation	Show an ability to inform the development of your work through a process of REFLECTION and EVALUATION
Communication	Show an ability to COMMUNICATE ideas and themes through visual and written work
Professional Practice	Exercise PERSONAL RESPONSIBILITY in managing the development of your work

Assessment Requirements

You are required to submit all the following for assessment:

- Body of creative work
- Supporting documentation
- Portfolio of Research Tasks
- Ten-minute presentation

Further details on the specific requirements of each submission element can be found in the Unit Handbook for your course.

Year 1 Unit: BA1a

Unit Title:	Creative Learning
Reference:	BA1a
Year:	1
Credit Points:	40
Duration:	10 Weeks
Study Time:	400 Hours

Description

This unit will introduce you to the University's resources and campus and help you to understand the fundamentals of studying on a degree course. Within the unit you will learn skills relevant to your subject and have opportunities to explore and experiment.

You will be introduced to cultural, sustainable and ethical concepts that influence, and are influenced by, creative practice. You will be looking at methods for gathering information and investigate the ways in which that information can be interpreted. You will practice presentation techniques and consider how best to communicate your ideas through the presentation of your work.

The unit will help you to develop skills towards becoming an independent learner, i.e. someone with the ability to use initiative to advance their skills, knowledge and understanding and take responsibility for their own education.

Topics covered in this unit

Creative Practice	Research Practice and Critical Thinking	Careers and Personal Development
Developing techniques in idea generation, creative risk taking and working iteratively	Understanding how to research and why it is important	Preparing to learn: navigating university life and building connections and positive support systems
Exploring creative skills and technical processes	Gathering and interpreting reliable information	Building working practices in organisation, presentation and communication
Using documentation and annotation to build skills in reflective learning	Developing critical thinking skills	Developing safe working practices on campus

In this unit we aim to support you in:

- Familiarising yourself with the University and what it has to offer
- Developing creative and practical skills in your subject
- Learning the importance of research and how to gather and interpret information
- Gaining an understanding of the wider influences and challenges related to your discipline

Learning Outcomes

Upon successful completion of this unit, you will be able to:

Knowledge and Skills	Show that you have DEVELOPED SKILLS and KNOWLEDGE that are key to your studies
Research	Use RESEARCH skills to find out about the influences on your subject
Experimentation and Iteration	Show an EXPLORATION of the fundamental techniques, processes and concepts related to your subject
Communication	Present work in an organised way which COMMUNICATES your ideas and development throughout the unit

Assessment Requirements

You are required to submit all the following for assessment:

- Body of creative work
- Supporting documentation
- Reflective Learning Summary

Year 1 Unit: BA1b

Unit Title:	Explore and Experiment
Reference:	BA1b
Year:	1
Credit Points:	80
Duration:	20 Weeks
Study Time:	800 Hours

Description

In this unit you will explore and experiment with techniques, materials and media. You will learn how iterative processes allow you to develop and refine your work. There will be a focus on awareness of sustainable and responsible ways of thinking and working which will become embedded in your practice as you progress through the course.

Developing your understanding of the key concepts and challenges that exist for your subject and how they may be addressed is an essential aspect of the unit. You will be introduced to past and present influences on society and be encouraged to map them against the movements, styles, genres and theories associated with your creative discipline.

Understanding the importance of research and how evidence can give weight to your ideas and opinions is central to your degree course. We will explain how to gather relevant information, analyse your findings and communicate what you have discovered in writing, with images and verbally.

You will find out about some of the possible careers you may go into and the businesses and organisations who may become your employers. We will support you in developing the transferable skills required by graduate roles, in particular: planning, organisation and working as part of a team.

Topics covered in this unit

Creative Practice	Research Practice and Critical Thinking	Careers and Personal Development
Using an iterative approach to explore and test concepts and creative processes	Understanding key cultural, social, and historical issues	Developing resilience, confidence, and your approach to working in a team
Developing subject specific knowledge and practical skills	Selecting and evaluating information from a range of perspectives	Awareness of industry and skills for employability
Gaining awareness of responsible, ethical and socially engaged practices	Critically analysing images, objects, information, and texts.	Building organisation, project planning and presentation skills
Developing skills in reflective practice and independent learning	Applying the principles of academic writing to essays and reports	Understanding safe working practices in studios and workshops

In this unit we aim to support you in:

- Gaining specialist skills in your discipline
- Developing your approach to independent learning, planning, organisation and time management
- Gaining knowledge of some of the key influences on your subject and how to interpret them
- Developing an awareness of social and economic concerns that help to inform an ethical and sustainable practice
- Exploring and experimenting using iterative processes to help solve problems and generate ideas
- Developing skills in visual, written and oral communication
- Learning how to work effectively with others as part of a team

Learning Outcomes

Upon successful completion of this unit, you will be able to:

Knowledge and Skills	Show SPECIALIST KNOWLEDGE of your discipline and issues of SUSTAINABILITY that relate to it
Research	Use RESEARCH skills to find out about the historical and cultural influences on your discipline and INTERPRET your findings
Experimentation and Iteration	Use an ITERATIVE approach to SOLVE PROBLEMS using relevant techniques, processes and concepts
Reflection and Evaluation	Show how you have used INDEPENDENT LEARNING to identify your training needs and DEVELOPED SKILLS necessary to become proficient in your discipline
Communication	COMMUNICATE your ideas and what you have learnt in an organised, structured and consistent way
Professional Practice	Show that you have developed an understanding of key CAREER and EMPLOYABILITY SKILLS and the RESPONSIBILITIES of working as part of a team

Assessment Requirements

You are required to submit all the following for assessment:

- Body of creative work
- Supporting documentation
- Reflective Learning Summary
- Research Essay (2,000 words)
- Group presentation
- Industry folder

Year 2 Unit: BA2a

Unit Title:	Global Contexts
Reference:	BA2a
Year:	2
Credit Points:	80
Duration:	20 Weeks
Study Time:	800 Hours

Description

This unit will enable you to expand your specialist knowledge and skills and help you to identify areas for personal development through independent study. You will be asked to consider your work in different ways and how it is situated within a global context. You will be expected to advance your understanding of the challenges faced in protecting and improving the world we live in, and consider how your practice can be used to raise awareness and solve problems.

We will help you develop your critical evaluation skills and encourage reflection on your creative practice in terms of the professional, commercial, ethical, sustainable and contextual influences that surround it. The unit will support you to continue to develop your research, analysis and communication skills, exploring writing for different audiences, how to develop an argument and presenting your findings succinctly.

The unit supports you in making considered decisions about your future career through engagement with industry such as competition entry, working with live briefs and/or other forms of work-related learning such as work placements. You will prepare for employment opportunities by developing relevant self-promotional materials such as a CV, web site and/or professional social media presence.

Topics covered in this unit

Creative Practice	Research Practice and Critical Thinking	Careers and Personal Development
Developing and advancing creative skills	Engaging critically with a range of ideas, concepts, theories, and information	Enhancing skills in wellbeing, positive habits for work and building confidence
Identifying and proposing creative solutions to social, ethical, and global challenges	Identifying and adopting appropriate research sources, methods, theories, and concepts	Engaging with the creative and cultural sector through competition entry, live briefs, public exhibition/performance, etc
Experimenting and taking creative risks with a variety of materials and processes	Evaluating relevant research in the context of your subject	Building effective techniques for presentation and communication
Considering a variety of contexts and audiences for your work	Developing persuasive arguments to support your research findings	Understanding risk assessment and Health and Safety considerations

In this unit we aim to support you in:

- Developing a breadth and depth of experimentation and the application of techniques, processes and materials
- Generating ideas and considering how to identify and solve problems related to your practice and wider global challenges
- Gaining an understanding of a range of research methods relevant to your discipline and developing your understanding of their application
- Identifying and applying relevant theories and ideas to your practice
- Communicating and presenting ideas to different audiences clearly and persuasively

Learning Outcomes

Upon successful completion of this unit, you will be able to:

Knowledge and Skills	Use SPECIALIST KNOWLEDGE and skills relevant to your discipline, showing how you have applied SUSTAINABLE approaches to the production of your work
Experimentation and Iteration	Show how you have used ITERATIVE processes to identify and put into practice appropriate approaches to creative PROBLEM SOLVING
Reflection and Evaluation	EVALUATE your practice and how it can be APPLIED to a range of audiences in wider global contexts
	Show that you have used the processes of INDEPENDENT LEARNING and REFLECTION effectively in identifying the influences and possible interpretations of your work
Research	Use RESEARCH and COMMUNICATION to substantiate and explain the decisions you have made in producing your work to advance your studies
Professional Practice	Use CAREERS and EMPLOYABILITY SKILLS to identify the potential careers and roles that match your interests and abilities

Assessment Requirements

You are required to submit the following for assessment:

- Body of creative work
- Supporting documentation
- Reflective Learning Summary
- Written report (3,000 words)
- Personal planning folder

Further details on the specific requirements of each submission element can be found in the Unit Handbook for your course.

Year 2 Unit: BA2a

Unit Title:	Global Contexts
Reference:	BA2a
Year:	2
Credit Points:	80
Duration:	20 Weeks
Study Time:	800 Hours

Description

This unit will enable you to expand your specialist knowledge and skills and help you to identify areas for personal development through independent study. You will be asked to consider your work in different ways and how it is situated within a global context. You will be expected to advance your understanding of the challenges faced in protecting and improving the world we live in, and consider how your practice can be used to raise awareness and solve problems.

We will help you develop your critical evaluation skills and encourage reflection on your creative practice in terms of the professional, commercial, ethical, sustainable and contextual influences that surround it. The unit will support you to continue to develop your research, analysis and communication skills, exploring writing for different audiences, how to develop an argument and presenting your findings succinctly.

The unit supports you in making considered decisions about your future career through engagement with industry such as competition entry, working with live briefs and/or other forms of work-related learning such as work placements. You will prepare for employment opportunities by developing relevant self-promotional materials such as a CV, web site and/or professional social media presence.

Topics covered in this unit

Creative Practice	Research Practice and Critical Thinking	Careers and Personal Development
Developing and advancing creative skills	Engaging critically with a range of ideas, concepts, theories, and information	Enhancing skills in wellbeing, positive habits for work and building confidence
Identifying and proposing creative solutions to social, ethical, and global challenges	Identifying and adopting appropriate research sources, methods, theories, and concepts	Engaging with the creative and cultural sector through competition entry, live briefs, public exhibition/performance, etc
Experimenting and taking creative risks with a variety of materials and processes	Evaluating relevant research in the context of your subject	Building effective techniques for presentation and communication
Considering a variety of contexts and audiences for your work	Developing persuasive arguments to support your research findings	Understanding risk assessment and Health and Safety considerations

In this unit we aim to support you in:

- Developing a breadth and depth of experimentation and the application of techniques, processes and materials
- Generating ideas and considering how to identify and solve problems related to your practice and wider global challenges
- Gaining an understanding of a range of research methods relevant to your discipline and developing your understanding of their application
- Identifying and applying relevant theories and ideas to your practice
- Communicating and presenting ideas to different audiences clearly and persuasively

Learning Outcomes

Upon successful completion of this unit, you will be able to:

Knowledge and Skills	Use SPECIALIST KNOWLEDGE and skills relevant to your discipline, showing how you have applied SUSTAINABLE approaches to the production of your work
Experimentation and Iteration	Show how you have used ITERATIVE processes to identify and put into practice appropriate approaches to creative PROBLEM SOLVING
Reflection and Evaluation	EVALUATE your practice and how it can be APPLIED to a range of audiences in wider global contexts
	Show that you have used the processes of INDEPENDENT LEARNING and REFLECTION effectively in identifying the influences and possible interpretations of your work
Research	Use RESEARCH and COMMUNICATION to substantiate and explain the decisions you have made in producing your work to advance your studies
Professional Practice	Use CAREERS and EMPLOYABILITY SKILLS to identify the potential careers and roles that match your interests and abilities

Assessment Requirements

You are required to submit the following for assessment:

- Body of creative work
- Supporting documentation
- Reflective Learning Summary
- Written report (3,000 words)
- Personal planning folder

Further details on the specific requirements of each submission element can be found in the Unit Handbook for your course.

Year 2 Unit: BA2b

Unit Title:	Collaboration
Reference:	BA2b
Year:	2
Credit Points:	40
Duration:	10 Weeks
Study Time:	400 Hours

Description

This unit focuses on helping you to understand your practice in a wider context through collaboration and interdisciplinary working, with the opportunity to test different working practices. You may, for example, get involved in collaborations within your course which explore generic team-working skills, cross-course collaborations and/or collaborations with industry. Working with other groups will help you to understand your own discipline from alternative perspectives and allow you to learn new skills and gain knowledge from colleagues. Team-working, project management and the ability to communicate effectively with a variety of stakeholders are essential skills that you will develop as part of this unit.

This unit will equip you with the skills to identify the intended focus of your practice and career and become a more autonomous learner in preparation for your final year of study. You will complete a Research Report Proposal to help you to identify research questions and appropriate methodologies. You will develop an understanding of the debates in and around your chosen subject area that can further enhance your creative practice. It is expected that your chosen topic of research and your creative practice will be related and relevant to your future career.

Topics covered in this unit

Creative Practice	Research Practice and Critical Thinking	Careers and Personal Development
Developing a collaborative practice	Conducting cross-disciplinary research using appropriate research sources and methods	Collaborating, working in teams, making connections and managing conflict
Engaging with cross-disciplinary working methods and taking creative risks	Developing critical understanding of contemporary social, cultural and ethical issues	Developing professional pitches and presentations
Developing responsible and ethical practices within your work	Preparing for a sustained research project by developing a question and identifying sources and methods	Understanding professional responsibilities and Health and Safety
Using a reflective approach to advance your creative decision making	Structuring and writing a research proposal	Communicating effectively through word, image, and presentation of information

In this unit we aim to support you in:

- Gaining an understanding of collaborative and interdisciplinary working practices
- Consolidating your knowledge, skills and experiences as an independent learner and informed practitioner
- Strengthening your understanding and application of appropriate research methods for your study
- Preparing you for Year 3 study

Learning Outcomes

Upon successful completion of this unit, you will be able to:

Communication	COMMUNICATE your ideas effectively to different specialist and non-specialist audiences and/or markets
Reflection and Evaluation	Show how working with others has assisted in your REFLECTION on the extent of your SPECIALIST KNOWLEDGE
Research	Identify and use appropriate methods to conduct effective RESEARCH and ANALYSIS related to your subject
Professional Practice	Use COLLABORATION to extend your work into other contexts and assume the RESPONSIBILITIES of working in teams with external and/or internal partners

Assessment Requirements

You are required to submit the following for assessment:

- Body of collaborative work
- Supporting documentation
- Research Report Proposal
- Reflective Learning Summary

Further details on the specific requirements of each submission element can be found in the Unit Handbook for your course.

Year 3 Unit: BA3a

Unit Title:	Research and Preparation
Reference:	BA3a
Year:	3
Credit Points:	40
Duration:	10 Weeks
Study Time:	400 Hours

Description

This is the first and shorter of the two units that make up your final year of undergraduate study. The purpose of this unit is to develop your transferable skills in the areas of research, practice and careers. Guided study and independent learning will help develop your understanding of how to initiate and plan projects that extend your practice and enable you to work towards realising your career aspirations in their widest sense.

You are expected to identify the skills, knowledge, methods, processes and materials needed to advance your learning, and with the support of your tutors, independently develop the expertise required to execute your final project(s) in the next unit.

Within this unit you will produce a 5,000-word Research Report which expands on the research ideas you proposed in unit BA2b. You will also participate in projects, competitions and events to help you define your creative direction in the following unit and ensure you are actively pursuing your wider career goals. By the end of the unit you should feel well prepared to work independently on your final project and have a clear trajectory towards launching your professional career as a graduate of Norwich.

Topics covered in this unit

Creative Practice	Research Practice and Critical Thinking	Careers and Personal Development
Understanding emerging trends and challenges within and beyond your discipline	Developing and executing a sustained research project	Career planning and preparing a digital profile for industry
Developing an individual critical practice which reflects contemporary theories, concepts, and concerns	Structuring and communicating research through an extensive report	Networking and self-promotion
Advancing experimentation with technology, materials, and processes	Identifying and interpreting credible contemporary research sources	Exploring opportunities for postgraduate study, freelancing and enterprise
Identifying problems and using an iterative approach to resolve them	Using critical thinking to evaluate evidence and develop a research-based argument	Finding your way of working: setting goals, balancing priorities, and strategies for self-care

In this unit we aim to support you in:

- Planning and managing the production of a substantial written project
- Developing a body of independently sourced reference material, applied through creative experimentation and text-based research
- Gaining expertise and experience in using appropriate methods and processes
- Furthering your knowledge of relevant theories, histories and concepts
- Developing skills for effective communication
- Identifying and developing the transferable skills needed for employment or further study
- Identifying and developing a further awareness of entry level graduate jobs and business opportunities

Learning Outcomes

Upon successful completion of this unit, you will be able to:

Communication	COMMUNICATE effectively in ways relevant to intended audiences using word and image
Research	RESEARCH effectively by gathering information from a broad range of appropriate primary and secondary sources, making a detailed and thorough ANALYSIS of these
Reflection and Evaluation	REFLECT on your learning and use EVALUATION to improve to your practice
	INITIATE projects relevant to your subject using appropriate resources to manage your time effectively within the context of INDEPENDENT LEARNING
Professional Practice	Identify and develop your CAREERS and EMPLOYABILITY SKILLS and knowledge required to enter your chosen career or further study opportunity
Knowledge and Skills	Use SPECIALIST KNOWLEDGE in an area related to your subject and the industry you wish to enter, drawing on current and emerging research
Experimentation and Iteration	Engage in creative RISK-TAKING having used appropriate methods of EXPERIMENTATION in the development of your practice

Assessment Requirements

You are required to submit the following for assessment:

- 5,000-word Research Report with appropriate in-text references and a bibliography
- Body of experimental practice
- Final Project Proposal
- Supporting documentation

Further details on the specific requirements of each submission element can be found in the Unit Handbook for your course.

Year 3 Unit: BA3b

Unit Title:	Resolution and Career Development
Reference:	BA3b
Year:	3
Credit Points:	80
Duration:	20 Weeks
Study Time:	800 Hours

Description

This is the second and final of the two units that make up your final year of undergraduate study. The unit is a culmination of your study at degree level and builds on everything you've learnt so far. Engaging with this unit will enable you to advance your practice to a professional level and sharpen your career preparations to ensure you are well on your way to getting your first job, starting your business or enrolling in post-graduate study.

The Final Project Proposal, developed and submitted for unit BA3a will form a basis for navigating this unit. While it is natural for some ideas to change as your project develops, there should be a clear rationale for any changes you propose to make, and these will be articulated through your Project Evaluation Document submitted at the end of the unit.

Throughout your course there has been an emphasis on reflective practice and this should now be embedded in your working methods. You will demonstrate your reflections on your learning in this unit through submission of a Project Evaluation Document.

By the submission date you are expected to have completed a body of resolved practice, in other words we expect to see work that has moved from concept to execution, is technically adept, appropriate to your subject and professionally presented. We will support you to achieve this through group sessions and tutorials.

Throughout the unit you will engage in work designed to help you get started in your career. We expect you to develop your self-promotional strategy, showing that you have undertaken thorough research into a wide range of professional career options which are available to you. As a final year student you should be prepared to apply your skills and experience to enable you to identify and gain employment in entry level graduate jobs, set up a business or embark on further study. By the end of the unit you will have developed a Career Development Plan and should feel confident and well prepared to launch your career as a graduate of Norwich.

Topics covered in this unit

Creative Practice	Research Practice and Critical Thinking	Careers and Personal Development
Developing a sustained critical and responsible creative practice	Applying contemporary research and industry knowledge	Strategies for building confidence, clear communication, and self-promotion
Applying skills and knowledge in a variety of contexts, for defined audiences and/or markets	Building a repository of evidence	Building career and business development through active networking and marketing strategies
Considered and inventive application of technology, materials, and processes to practice	Engaging in critical debate related to the contemporary challenges within and beyond the discipline	Communicating and presenting professionally to a range of specialist and non-specialist audiences
Finishing and presenting work to a professional standard	Identifying further research and opportunities for development	Identifying and preparing applications for employment and postgraduate study

In this unit we aim to support you in:

- Executing a substantial creative project or series of projects
- Advancing your specialist skills and knowledge
- Promoting yourself and your work
- Using professional and appropriate communication methods for different audiences
- Understanding and articulating the transferable skills needed for employment or further study
- Applying for entry level graduate jobs and further study
- Setting up a business and working as a freelancer

Learning Outcomes

Upon successful completion of this unit, you will be able to:

Communication	Present work professionally and use appropriate strategies for COMMUNICATION for the range of audiences most relevant to your creative practice and/or future career
Reflection and Evaluation	Use the skills of critical REFLECTION in different contexts and apply EVALUATION as a key transferable skill
	EXECUTE relevant projects using appropriate resources and time management effectively, to demonstrate your understanding of INDEPENDENT LEARNING as a key transferable and lifelong skill
Research	Apply the skills of RESEARCH and ANALYSIS to the practices, individuals and institutions that inform your final projects and the decisions you have taken regarding your future career direction
Professional Practice	Show that you have developed and applied the relevant specific and transferable CAREERS and EMPLOYABILITY SKILLS to enable you to embark on your future career
Knowledge and Skills	Use SPECIALIST KNOWLEDGE and expertise of contemporary and future practice in making your creative and career decisions
Experimentation and Iteration	SOLVE PROBLEMS that are complex and relevant to your subject area, taking the concepts you develop to RESOLUTION

Assessment Requirements

You are required to submit the following for assessment:

- Body of resolved practice
- Career Development Plan
- Supporting documentation
- Project Evaluation Document

Further details on the specific requirements of each submission element can be found in the Unit Handbook for your course.

Learning and Teaching

Learning and teaching at Norwich is underpinned by the University's [Creative Learning Strategy](#). We use a project-centred approach in which practice and theory are integrated within increasingly open-ended briefs; allowing you to develop your individual interests and approach to independent learning within and beyond the discipline you are studying. We emphasise learning and discovery through practice, critical reflection and experimentation with ideas, processes and materials.

At Norwich, we value collaboration and working across disciplines and there are many opportunities to engage with colleagues, and with ideas and concepts from other areas. Collaborative engagement is embedded within the design of our courses and opportunities are also made available through activities such as external speakers, cross-university projects and times when you are able to join projects and workshops from beyond your course area.

Course Delivery

Except where explicitly indicated in a Course Specification, no optional units will be available within each year of delivery.

Undergraduate courses are campus-based. Delivery includes some live-streamed and pre-recorded digital sessions which you can use on-demand. Our approach enables you to benefit from the studios, labs and workshops on campus while learning how the creative industries work and helping to prepare you for your future careers.

Short courses at undergraduate level are delivered online, and are mainly asynchronous, offering flexibility and enabling you to manage competing demands on your time.

At postgraduate level, courses are campus-based, except where specified as delivered predominantly or fully online. Delivery of campus-based courses includes some live-streamed and pre-recorded digital sessions which you can use on-demand. Delivery of predominantly or fully online courses can provide flexibility for you and help you to manage competing demands on your time. All courses include regular access to tutors through live sessions and/or forums and messaging facilities.

Teaching is delivered by staff who are often experienced practitioners as well as educators. Many engage with teaching alongside their practice, offering relevant expertise and currency across associated professions and industries. Teaching on courses is led by a Course Leader (or equivalent) supported by a core group of lecturers and expert technical staff, as well as a range of guest and visiting experts.

Assessment

At the start of each unit the tutors will explain what you will learn and how we will test your learning through assessment. This information will also be provided on the Virtual Learning Environment (VLE). As the unit progresses, you will be given formal and informal opportunities to receive feedback on your progress. These opportunities may include:

- Group reviews or critiques (crits)
- Self-evaluation and peer evaluation
- Group and individual tutorials

At the end of the unit you will submit work for assessment and receive written feedback and a grade to help you understand what you've done well and what areas to work on for the next assignment. Assessment may include portfolios, essays, reports, and evaluations. Sometimes you may be assessed on group or individual presentations, and/or performances, depending on your course.

You will be assessed against the approved unit learning outcomes and assessment requirements, as outlined in the Unit Handbooks for your course. Unit handbooks guide you through the specific areas of

BA (HONS) GRAPHIC COMMUNICATION FOUR YEAR DEGREE

work in which you will be engaged in order to produce the work required for assessment and successfully achieve the unit learning outcomes.

Engagement

To fully benefit from the course, you are expected to attend all the taught sessions that are included on the timetable. Timetables are made available at the start of term. For undergraduate students, the balance between taught study and independent learning changes as you progress through the course. In the Integrated Foundation Year (Year 0) you may expect to spend around one third of your time in taught study. As you progress time undertaken in independent study will increase and by the final year of undergraduate study you can expect to spend around a quarter of your time in taught study. Postgraduate taught students studying mainly on campus can expect to attend taught sessions for approximately a fifth of their study time.

Independent learning

Each unit has an indicative number of 'study hours' which refers to both your timetabled teaching (such as lectures, seminars, tutorials, workshops etc), and your independent learning. By independent learning we mean activities that help you to learn outside of taught sessions, such as reading, research, practice and preparation of work for assessment. It also includes other activities such as collaborative work and skills development sessions that may run through the assessment period.

Support

You will have access to a wide range of staff, all of them committed to supporting learning. As well as your course tutors, these include staff in technical workshops, the Library, Business and Employability Service, and Student Support.

Work-related learning

All our courses include opportunities to develop your understanding, knowledge and experience of business, industry and professional practice. This includes guest lectures and/or workshops led by visiting professionals; live and simulated projects for external clients; mentoring by professional practitioners; and regular workshops provided by the Business and Employability team to help you get to grips with entrepreneurship, freelancing and enterprise. You will also be introduced to [Profile](#), our unique tool for recording skills and experience and tracking your progress so that when you are applying for jobs you will have a record of your development and understand your key strengths and areas for development.

Diploma Years, for students who select the Diploma in Creative Professional Development as part of their course, will include periods of work-based learning.

REQUIREMENTS FOR PROGRESSION ON THE COURSE

The general requirements for progression are as follows:

Progression from Year 0 to Year 1 (Honours degree):
you must pass all units

Progression from Year 1 to Year 2 (Honours degree):
you must pass all Year 1 units and be awarded 120 credits (Level 4 of the Sector Recognised Standards)

Progression from Year 2 to Year 3: (Honours degree):
you must pass all Year 2 units and be awarded 120 credits (Level 5 of the Sector Recognised Standards)

If you do not pass a unit at first attempt you will normally be offered at least one further attempt to pass the unit through resubmission. If you do not pass the unit after a resubmission attempt you will not be allowed to progress to the next stage of study and may have your course terminated. Please see the University's [Student Regulations and Procedures](#) for further information.

If you fail all 120 credits in a year of study you will not normally be offered resubmission opportunity and may have your course terminated, or be required to repeat the year, depending on your circumstances.

REQUIREMENTS FOR THE AWARD OF A QUALIFICATION

To qualify for the award of Bachelor of Arts with Honours [BA (Hons)] you must have achieved a pass in all units and be awarded 360 credits.

If you do not complete your course for any reason, you may qualify for an exit award (subject to the University's [Student Regulations and Procedures, Section H](#)) as follows:

- Completion of Year 1 – Certificate of Higher Education
- Completion of Year 2 – Diploma of Higher Education
- Partial completion of Year 3 – BA Degree (Unclassified)

CIRCUMSTANCES THAT MAY RESULT IN COURSE TERMINATION

There are a number of circumstances which may lead us to review your place at the University, including the following:

- because you haven't registered for your course when we asked you to;
- because your engagement with the University is not satisfactory;
- for academic reasons – in other words, because you haven't successfully completed and passed one or more units on your course;
- for disciplinary reasons, including where we have received information which may have led us to make a different decision about your place at the University, or because you have been convicted of a criminal offence involving a court hearing;
- because we believe your health or behaviour is presenting an exceptional level of concern to us, or is disrupting the day-to-day work of the University community;
- because you have taken a formal break from your studies, which we call intermission, but you don't meet the conditions we have set for your return or you don't reply to us when we ask you if you want to return; or
- because you haven't paid your tuition fees or rent for a place in our accommodation.

QUALITY ASSURANCE

The University was established as an independent higher education institution under Section 121 of the Education Reform Act 1988 and is a recognised body with taught degree awarding powers. The University is regulated by the Office for Students (OfS). Information about the University's status can be found on the [OfS Register](#) and on the [list of recognised bodies](#) published on the UK Government (GOV.UK) website. The OfS regulatory framework came fully into force from 1 August 2019. As part of its registration with the OfS the University is required to satisfy a number of conditions that relate to quality and standards. Prior to 2016, the University was quality assured by the QAA.

Quality in the University is assured by a number of systems and procedures. Many of these, notably those which contribute to annual monitoring, work to an annual cycle. Others, such as the Periodic Review of courses, operate over longer timescales. The objectives of the QME systems and procedures are:

1. To enhance the quality of courses and university professional services;
2. To attract a high-quality student application and intake;
3. To ensure that the University is a reflective community committed to continuous enhancement; and
4. To retain the confidence of key stakeholders, including external accreditors and funding bodies.