

Programme Specification

BA Honours in Graphic Design with Photography

June 2022

Programme Specification

1	Awarding Institution	Warwickshire College
2	Teaching Institution	Warwickshire College and University Centre
3	Final Award Title	BA (Hons) in Graphic Design with Photography
4	Interim Award Titles	FdA in Graphic Design with Photography
5	Modes of Attendance	Full-time and part-time
6	Pathways available	Integrated Foundation Year at level 4 (120 credits) Foundation Degree at level 5 (240 credits) 'Top Up' Degree at level 6 (120 credits at level 6) BA (Hons) 3-year degree levels 4-6 (360 credits)
7	Locations of Study	Royal Leamington Spa Campus
8	UCAS Code	Institution Code: W25 Course Codes: Course Codes: FdA – WW27, BA WW28, IFY WW29, Top-up (level 6) WW30
8	QAA Benchmark Statements	Subject Benchmark Statement for Art and Design (Dec, 2019) Foundation Degree Characteristics Statement (2020)
9	Accreditations	None
10	Other External Factors	None
11	Date of Approval	27 th June 2022
12	Date for Next Review	June 2025
13	Dates of Revision	N/A

14 Qualification Descriptor for the Programme

The qualification descriptor for this higher education qualification at Level 6: Bachelors' degree with honours in Graphic Design with Photography

Bachelors' degrees with honours are awarded to students who have demonstrated:

- A systematic understanding of Graphic Design and photography including acquisition of coherent and detailed knowledge, at least some of which is at, or informed by, the forefront of defined aspects of creative industry
- An ability to deploy accurately established techniques of analysis and enquiry within Graphic Design and photography
- Conceptual understanding that enables the student:
 - To devise and sustain arguments, and/or solve problems, using ideas and techniques, some of which are at the forefront of Art and Designs creative industries and
 - To describe and comment on particular aspects of current research, or equivalent advanced scholarship in Art and Designs creative industries
- An appreciation of the uncertainty, ambiguity and limits of knowledge
- The ability to manage their own learning, and to make use of scholarly reviews and primary sources (for example, refereed research articles and/or original materials appropriate to Graphic Design and Photography)

Typically, holders of this qualification will be able to:

- Apply the methods and techniques they have learned to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects
- Critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete) to make judgements and to frame appropriate questions to achieve a solution – or identify a range of solutions to a problem
- Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences

And holders will have:

- The qualities and transferable skills necessary for employment requiring:
 - a. The exercise of initiative and personal responsibility
 - b. Decision-making in complex and unpredictable contexts
 - c. The learning ability needed to undertake appropriate further training of a professional or equivalent nature.

15 Educational Aims and Intended Learning Outcomes of the Programme

The BA in Graphic Design with Photography seeks to cultivate an approach to design where the craft of assembling and manipulating images, forms the basis for practice encompassing photography's multiple environments.

The course also seeks to develop a range of integral creative skills that will challenge and inspire, providing the platform needed to launch a career in the graphic design and photography creative industries.

The overall educational aims (or purpose) of this programme are as follows:

- enable every student to gain the creative, technical and intellectual skills essential for a visual communication specialist to respond to the challenges of a rapidly changing range of professions in the creative industries;
- develop students' subject specific skill sets in Graphic Design to enhance employability;
- develop students as T-Shaped Learners in order to prepare them for personal, social and economic success;
- develop students' self-awareness and personal and professional reflection;
- develop students' ability to apply the principles of evidence-based practice;
- provide work-based and placement learning within the programme, enabling students to study full-time whilst integrating their studies with employment practice;
- equip students for progression to Masters degree study and to develop a positive attitude towards lifelong learning.

The intended learning outcomes for the BA (Hons) in Graphic Design with Photography are shown in sections 15.1 to 15.4 below, grouped under the following headings

- Knowledge and understanding of the subject
- Cognitive skills
- Practical and/or professional subject skills
- Transferable skills and the WCUC T-shaped employability behaviours
- Professional competencies (set by PSRBs, where relevant)

The knowledge and understanding of the subject, cognitive skills and practical/professional subject skills are based upon the Subject Benchmark Statement: Art and Design (December 2019)

Warwickshire College and University Centre believes that students should be equipped with an entrepreneurial mind set – to be confident, innovative, resilient, enterprise-aware and willing to 'have a go' – in order to prepare them for personal, social and economic success. The college uses a T-Shaped employability behaviour model as a framework to develop transferable skills.

The T-Shaped framework connects this breadth of personal capabilities and qualities with a depth of technical competence through the development of three core behaviours: personal development, social skills and enterprise. The core enterprise behaviours include personal

qualities for success in the workplace of the future; capacities to find, make and manage networks and collaborations; knowledge and skills in vocational and academic areas and aptitude for driving successful enterprises.

The T-Shaped skills are as follows (see the platinum level of the T-Shaped employability framework, available in your Course Handbook, for more information):

T-Shaped Framework		
Personal Development	Enterprise	Social Skills
<ul style="list-style-type: none"> ● Resilience ● Focus and Drive ● Reliability ● Reflectiveness ● Adaptability 	<ul style="list-style-type: none"> ● Creativity ● Initiative ● Problem solving ● Risk taking ● Business awareness 	<ul style="list-style-type: none"> ● Teamwork ● Networking ● Empathy ● Communication ● Leadership

15.1 Knowledge and Understanding of the Subject

On successful completion of the programme a student should be able to demonstrate knowledge and understanding of:

KU1	the creative, vocational, practical and critical skills and competencies that work within the contexts and practices of graphic design with Photography;
KU2	how to communicate ideas across specialist applications, embracing traditional, innovative and alternative ways of thinking and working;
KU3	professional practices within their specialist area and the ability to relate these to personal goals and career opportunities;
KU4	professional conduct in a working environment, compliant with copyright laws and ethical and moral regulations;
KU5	social, psychological, cultural, historical and commercial factors that underpin visual arts theory and practice.

15.2 Cognitive Skills

On successful completion of the programme a student should be able to:

CS1	solve complex problems in a range of familiar and unfamiliar situations and, through reflection, improve problem solving ability;
CS2	analyse, synthesise and summarise information;
CS3	read, understand and use appropriate literature and contextual information with a full and critical understanding;
CS4	think independently and solve visual problems;

CS5	obtain and integrate several lines of subject-specific evidence to formulate and develop ideas.
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15.3 Practical and/or Professional Subject Skills

On successful completion of the programme a student should be able to:

PS1	apply subject knowledge and understanding in a range of situations and contexts, to address familiar and unfamiliar problems;
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PS2	create valuable and realistic networking opportunities in own industry sector and evaluate own behaviours in developing an effective professional network;
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PS3	design, plan, conduct and report on assignments and client-led briefs;
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PS4	engage in studio practice in a responsible, safe and ethical manner;
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PS5	Develop an appreciation of the interdisciplinary nature of graphic design with Photography and the capacity to give a clear and accurate account of a subject, offer critical argument in a mature way and engage in debate and dialogue with others professionally.
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15.4 Transferable Skills and T-Shaped Employability Behaviours

On successful completion of the programme a student should be able to:

TS1	Communicate effectively to a range of audiences using the appropriate format and, following evaluation, identify methods for improvement;
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TS2	Evaluate and, through reflection, improve own confidence to take initiative;
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TS3	Evaluate own ability to reflect meaningfully and honestly on personal performance and review strategies for using feedback from self and others to improve;
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TS4	evaluate own resilience in response to a range of challenges and set-backs;
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TS5	use principles of organisation and human behaviour to develop innovative solutions to client briefs.
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16 Relationship with External Reference Points

The aims and outcomes of this award are clearly in alignment with the sector-recognised standards that relate to general ongoing condition B5 (Sector-recognised standards) as part of the general ongoing conditions of registration with the Office for Students.

This programme is designed for the provision of key understanding, knowledge and skills as identified in the QAA's Subject Benchmark Statement for Art and Design. The relevant

understanding, knowledge and skills from the Benchmark Statement have been mapped to the core modules at the end of this document.

The programme is also mapped to the descriptor for a higher education qualification at Level 5: Foundation Degree.

This programme is designed for the provision of key understanding, knowledge and skills as identified in the QAA's Subject Benchmark Statement for Art and Design (2019). The relevant understanding, knowledge and skills from the Benchmark Statement have been mapped to the modules at the end of this document. The programme is also mapped to the defining characteristics of Foundation degrees identified in the QAA's Foundation Degree Qualification Benchmark (2020).

17 Course Credit and Outcome Requirements

Warwickshire College and University Centre higher education programmes are based on a credit-accumulation system where 1 credit represents 10 hours of student study time. Modules are normally 20 credits or multiples thereof. Modules are also at different levels (4, 5 and 6) according to the intellectual challenge. Courses leading to specific awards include core modules. To achieve a named award, students must pass all core modules.

BA Honours in Graphic design with Photography

To be awarded an honours degree, students must successfully achieve a total of 360 credits of which a minimum of 100 credits must be at level 6, a minimum of 100 credits must be at level 5 and a minimum of 100 credits must be at level 4.

BA Honours 'Top-Up' in Graphic Design with Photography

To be awarded a 'top up' honours degree, students must successfully achieve a total of 120 credits at level 6.

FdA in Graphic design with Photography

To be awarded with a Higher National Diploma, students must successfully achieve a total of 240 credits of which a minimum of 100 credits must be at level 4 and a minimum of 120 credits must be at level 5.

CertHE in Graphic Design with Photography

To be awarded with a Higher National Certificate, students must successfully achieve a total of 120 credits of which a minimum of 100 credits must be at level 4.

Students who exit the programme before achieving the full award may be eligible for an interim award as follows.

- **Non-honours degree in Graphic Design with Photography**

Students will have obtained a minimum of 300 credits, of which 80 must be at level 6, at least 80 must be at level 5 and at least 100 must be at level 4.

- **Non-honours degree top-up in Graphic Design with Photography**
Students will have obtained a minimum of 100 credits at level 6.
- **Foundation Degree in Graphic design with Photography**
To be awarded with a foundation degree, students must successfully achieve a total of 240 credits of which a minimum of 100 credits must be at level 4 and a minimum of 120 credits must be at level 5. The 100 hours of work-based and placement learning must be completed.
- **Certificate of Higher Education in Graphic Design with photography**
Students will have obtained a minimum of 120 credits, of which 100 must be at level 4.

17.1 Course Work-Based and Placement Learning (WBPL) Requirements

Work-Based and Placement Learning is a fundamental and mandatory aspect of all Warwickshire College degrees. Students are expected to complete 100 hours of work-based or placement learning by the end of Level 5.

This will be either through a traditional industry placement, a freelance opportunity or a simulated industry situation. Work-based learning is supervised by a tutor.

17.2 Course Structure and Distinctive Features

The course structure provides students with opportunities to develop their intellectual and technical skills, to improve their employability in a range of areas relating to the creative industries.

- Skills development and professional practice are integrated across a range of units. The students will also work with a variety of students across different programme areas.
- Students will be encouraged to develop their ability to identify possible applications of design and photographic practice to problem solve with constructive, creative thought processes and experimentation with various media and techniques.
- Teaching approaches are varied, flexible and responsive to the needs of students. They will include lectures and seminars; live projects and presentations; individual and group teamwork; collaborative and interdisciplinary approaches.
- To support the learning process, the course offers regular, ongoing tutorial support and access to a wide range of resources in the School of Arts including studios, darkroom and printing areas, a green screen room and other film and video resources as well as industry standard digital software.
- Staff are highly experienced, well-qualified and professional specialists with a varied range of skills and capabilities, with the core teaching supplemented through the year by excellent visiting speakers, including executive designers, commercial

photographers, artists and freelance illustrators who work in mainstream media organisations.

- Students will participate in design competitions, they will exhibit their work both online and in the Film and Media Subject Area, they will engage in collaborative and interdisciplinary projects, live projects, work placements and be encouraged to self-promote with digital portfolios.

This course map at 17.3, below, gives basic details for all modules relating to the award including module codes for any prerequisite or corequisite modules. The course map also states whether each module's status is mandatory (M) or optional (O) for the award.

17.3 Course Map – Programme Structure

Level 4					
Module Code	Module Title	Credit Value	Pre-req Co-req	Delivery	Module Status
490AAD	Academic Study Skills, Employability and T-Shaped	20	N	Year 1	M
401AAD	Concepts and Techniques	40	N	Year 1	M
402AAD	Lens-Based Image Making	20	N	Year 1	M
403AAD	Graphic Design Principles	20	N	Year 1	M
404AAD	Collaborative practice	20	N	Year 1	M
Level 5					
Module Code	Module Title	Credit Value	Pre-req Co-req	Delivery	Module Status
590AAD	Work-based and Placement Learning	20	N	Year 2	M
595AAD	Application of Graphic Communication	20	N	Year 2	M
596AAD	Motion Graphics	20	N	Year 2	M
597AAD	Live Brief	20	N	Year 2	M
598AAD	Professional Practice	40	N	Year 2	M
Level 6					
Module Code	Module Title	Credit Value	Pre-req Co-req	Delivery	Module Status
690AAD	Research, Theory and Design	20	Pre-req	Year 3 Semester 1	M
691AAD	Capstone Project	40	N	Year 3	M
693AAD	Enterprise and Industry	20	N	Year 3	M
694AAD	Launching Networking Platforms	20	N	Year 3	M
695AAD	Exhibition	20	N	Year 3	M

18 Learning & Teaching Methods

Approaches to learning and teaching are designed to provide opportunities for students to progressively develop specific industry focused practical skills and generic transferable skills supported by a theoretical framework which is contextualised to the Creative Industry. Students will undertake a wide range of learning activities designed to enable them to achieve the learning outcomes as specified within each module guide. A range of teaching methods will be deployed including lectures, seminars, portfolio, practical demonstrations, project work and

tutorials. Taught sessions will be in groups of around 15. Progress will be monitored through tutorial contact and tracked via records of assessment outcomes.

Learning and teaching will be supported by Google Classroom. This will enable the student to access lecture notes, resources, websites and other reference materials, at any time.

Employers are involved in some module delivery acting as advisors, setting briefs and reviewing outcomes. Employers will also provide input as guest speakers and facilitate visits to their company premises. The totality of these opportunities enables theory to be applied within the context of contemporary industry settings, ensuring contemporary vocational relevance.

Transferable skills are supported across all modules and are identified as communication skills, interpersonal skills, team working and self-directed skills, administration skills, numeracy and IT skills. It is recognised that, in order to be successful within the creative industries in a wide range of job roles, students need to acquire and practice the skills and attributes required in the world of work, and to develop teamwork, problem solving and appreciation of the value of lifelong learning and personal development.

BA Graphic Design with Photography will be delivered to small class sizes of normally 15 to 20 students. Small group sizes will allow students to ask questions to ensure understanding and engage in discussions to ensure effective learning has taken place. Teaching small groups allows the opportunity for tutors to check understanding and conduct small group activities. Students will be encouraged to share their experiences and understanding. Employer support will be fully utilised to ensure that students can gain knowledge and understanding of the workplace through visits, talks and real case studies. Small group sizes allow the opportunity for greater flexibility and group activities to be part of normal teaching and learning practice.

Academic Study Skills and Entrepreneurial Thinking, Preparation for Employment and Research Report modules will provide a particular focus for the development of communication skills, networking skills, organisational skills, flexibility and adaptability.

Students will review and explore their academic and professional skills required for success and explore the transferability of these skills.

Teaching and learning methods for the Programme are designed to develop students' understanding of how context, creativity and practice are inextricably linked together within the discipline of Animation. The methods used will often vary in practice depending on the nature of the module in question.

This programme has been designed for students to develop and experience a variety of harmonising approaches to learning and teaching and a good balance of activities. Students will develop a range of academic, cognitive, practical and transferable skills to prepare them for further study and their future employment. The College places emphasis on enabling students to develop the independent learning capabilities that will equip them for lifelong learning and future employment, as well as academic achievement. A mixture of independent study, teaching and academic support from Library Services, and the personal academic tutoring system enables students to reflect on progress and build up a profile of skills, achievements and experiences that will help them to flourish and be successful graduates.

Contact time

A typical 20-credit module will normally have 60 hours of timetabled teaching in lectures, seminars and practical sessions.

Independent self-study

In addition to contact time, for each module, students are expected to undertake regular self-study plus additional preparation for assessments.

Students are expected to work independently for 140 hours per module. Independent learning is supported by the College's virtual learning environment, Google Classroom and the electronic learning resources available from the College libraries.

19 Assessment

Assessment on the programme is diverse and related to the content of the module being studied. For example, in the theoretical, contextual studies modules students will be assessed on their ability to analyse in context the cultural use of representation, including appropriation and re-contextualisation - conventions often used in graphic communication.

In the practical assessments, students will be assessed on their creative and technical skills and on their ability to identify and integrate theoretical ideas with their practice. Formative and summative assessment will take place on this programme, as will group critiques and presentations to industry visitors.

The approach to assessment has been designed to provide students with a variety of challenges appropriate for undergraduate level work. Assessment is constructed in such a way that a student's knowledge and understanding of each module studied during the course is assessed.

Summative assessment items are scheduled and students will receive an assessment plan at the beginning of each academic year. Detailed assessment briefs are given to students at the start of a module as part of the module guide.

The table below 19.1 shows the weighting of different assessment activities used across the programme(s).

19.1 Assessment Grid				
Level 4				
Module Code	Module Title	Written Report	Presentation of research	Practical
490AAD	Academic Study Skills Employability and T-Shaped	✓	✓	
401AAD	Concepts and Techniques		✓	
402AAD	Lens-Based Imagery		✓	✓
403AAD	Graphic Design Principles		✓	✓
404AAD	Collaborative Practice		✓	✓
Level 5				
Module Code	Module Title	Written Report	Presentation of research	Practical
590AAD	Work-based and Placement Learning	✓		✓
595AAD	Application of Graphic Communication		✓	
596AAD	Motion Graphics		✓	✓
597AAD	Live Brief	✓	✓	✓
598AAD	Professional Practice	✓	✓	✓
Level 6				
Module Code	Module Title	Written Report	Presentation of research	Practical
690AAD	Research Methods	✓		
691AAD	Dissertation or Project		✓	✓
693AAD	Enterprise and Industry		✓	✓
694AAD/ 695AAD	Launching Networking Platforms / Exhibition		✓	✓

20 Regulation of Assessment
<p>This course uses the Warwickshire College and University Centre higher education (HE) academic regulations for bachelor degrees awarded by Warwickshire College. The full Warwickshire College and University Centre HE academic regulations can be found in the HE area of the Warwickshire College intranet.</p> <p>WCUC will ensure that it meets the requirements of the Office for Students quality and standards conditions, and with regard to assessment, the College will meet Condition B4: Assessment and awards. The College will ensure that students are assessed effectively; each assessment is valid and reliable; the academic regulations are designed to ensure that relevant awards are credible and are designed to endure the effective assessment of technical</p>

proficiency in the English language and relevant awards granted to students are credible at the point of being graded and when compared with those granted previously.

Marks are provided along with coursework feedback within four term-time weeks of submission or before the next assessment in the same subject is due, whichever is the sooner. All marks remain provisional until they have been ratified by the Subject Assessment Board. The overall grade for a whole module will be determined by the Subject Assessment Board which will consider the overall grade profile of all assessments for that module.

If an overall module grade does not meet the minimum pass grade, then the relevant Assessment Board will make a decision relating to the student's eligibility to reassess or restudy the module in line with the academic regulations. Individual assessments cannot be resubmitted to improve individual grades. A Course Assessment Board will make decisions about whether students have satisfied all of the requirements for progression or final award grades.

Should a student fail a module then the Course Assessment Board will notify the student of their entitlement to be reassessed or to restudy the module in the following year. Students will be advised of the reassessment procedures which normally require students to carry out and resubmit work at the end of the summer. Students should ensure that they are available to carry out reassessments at this time should the need arise.

Inclusion policies and mitigating circumstances procedures are available on the WCG intranet – individual cases are considered based on this framework and passed through a HEQAS board (Higher Education Quality and Academic Standards).

21 Entrance Requirements

The Warwickshire College HE Admissions Policy is available on the College external website.

UCAS entry profiles may be found by searching for the relevant course on the [UCAS website](#), then clicking on 'Entry profile'.

Standard entry requirements

The standard entry requirements for a Warwickshire College undergraduate degree at level 4 is a minimum of two A levels (or equivalent qualification at level 3 such as a BTEC Diploma) which would provide a minimum of **80 UCAS points** plus four GCSEs (grades 4/C minimum or equivalent qualifications) including English Language and mathematics.

Applicants with formal qualifications will normally be expected to have a minimum of 80 UCAS tariff points. This may comprise any combination of:

- BTEC National Diploma in a relevant subject (level 3); or
- one A Level in a relevant subject; or

- Kitemarked Access to HE Diploma; or
- Advanced apprenticeship at Level 3 in a relevant subject.

A minimum of 40 points must be from a six- or twelve-unit award.

Entry onto the Integrated Foundation Year

Entry onto the four-year Integrated Foundation Year is a minimum of 32 UCAS points plus four GCSEs including English Language and mathematics at grade 4/C or above. The Foundation phase of the course is integrated and studied across the first two years.

Alternative entry requirements

Applications are welcomed from individuals with employment experience and non-standard qualifications. Mature applicants (aged over 21) may be able to join the course following an assessment of experience including a discussion with the HE Subject Leader. Applicants with non-standard entry requirements will normally be required to complete the recognition of prior learning (RPL) procedure and this may include an assessment of standards in written English.

International applicants

Applicants with international qualifications will be considered on the merits and equivalence of their offered qualifications supported by evidence of competency in written and spoken English. (e.g. IELTS score 6.0 or equivalent for the standard entry requirement or IELTS score 5.5 for entry onto the Integrated Foundation Year)

22 Support for Students and their Learning

Induction

All students will be given a full induction to the College and their course which will include meeting academic staff and non-academic support staff, plus an overview of College services. Students will receive a copy of the HE Student Handbook which provides key information for students.

Welfare Team

The College Welfare team provides a range of pastoral and general well-being support for students. There is a named HE pastoral tutor for each student, plus College counsellors, mental health and well-being mentors, student financial support and general support with welfare issues while being a student on the programme.

Equal Opportunities

Student support is consistent with the Warwickshire College policy on Equality and Diversity which can be found on the Warwickshire College external website. WCG has a proactive Equality and Diversity Committee plus an Access and Participation Committee to review widening access, student support and progression.

Learning Resources

Warwickshire College and University Centre library service provides a full range of texts, journals, e-books and other online resources. The College virtual learning environment known

as the Google Classroom can be accessed via the Internet and holds a wide range of course materials and assessment information.

Inclusion

The HE Inclusion team provides support for students registered with disabilities such as dyslexia. The team will help students access Disabled Students Allowance DSA funding and ensure that students have the support they require to achieve the course.

Academic Tutorials

Students will be allocated an academic tutor who will offer support throughout their studies. Each course has a comprehensive course handbook. Students are entitled to a minimum of two academic tutorials per year on an individual basis with their academic tutor.

Study Skills

During their course all students should develop and exercise a range of academic competencies as described in the programme aims and intended learning outcomes, including through the module Academic Study Skills, Employability and T-Shaped, known as ASSET. This module has been developed in order to help students to plan and carry out their coursework and assessments, making the most of the time available and helping them to achieve their potential.

Residential Services

The College provides residential accommodation at three of the college sites: Leamington, Moreton Morrell and Pershore Colleges. Moreton Morrell and Pershore Colleges are land-based centres offering a quiet residential experience in the countryside, whereas Leamington offers a vibrant town-based experience in the lively town of Royal Leamington Spa.

Student Engagement

The Student Engagement Officer ensures that students have the opportunity to elect Student Representatives to sit on the HE Student Council and Course Consultative Committees. The College has a HE Student Experience Committee where HE council members are invited to contribute/lead the discussions.

Careers Advice

Each year the higher education team holds a 'Futures Week' where students can explore ideas for their future. The College Careers Team provides guidance for students and presents suggestions and new ideas during futures week. The online Career Launchpad employability portal offers the opportunity for students to prepare for job interviews, and give tips for CV writing in addition to keeping students up to date with current affairs and updates from their chosen profession or sector.

Work-Based and Placement Learning (WBPL)

All HE Work-Based and Placement Learning is undertaken in line with the approved Warwickshire College and University Centre WBPL documentation and procedures which are held on the HE area of the Warwickshire College and University Centre intranet.

23 Evaluating and Enhancing the Quality and Standards of Teaching & Learning

Quality and standards at Warwickshire College and University Centre are monitored and maintained through a wide range of processes, including those relying upon contributions from the student body. The Quality and Enhancement Manual on the college intranet provides details of the regulations, policies and procedures used. The Higher Education Quality Team (HEQT) oversees the monitoring of quality and standards.

The HE Subject Leader completes an Annual Course Report (ACR) at the end of each academic year. This report enables the evaluation of many aspects of the course management including the quality of assessment and employer engagement. The ACR is scrutinised at an annual validation event where the resulting quality improvement plan is approved.

One key piece of information that feeds into the Annual Course Report is the External Examiner (EE) Report. The EE looks at the quality of assessment on the course and sits on the Assessment Board that confirms grades and progression.

The annual programme of lesson observations undertaken within Warwickshire College and University Centre assesses the standard of teaching in the classroom.

Student-focused quality mechanisms and student engagement mechanisms are as follows:

- The Students' Union has a series of approaches to Student Voice with details on the Warwickshire College and University Centre intranet.
- A range of surveys allow students to comment formally on their programmes including the nationally-administered National Student Survey (NSS), the HE First Impressions and HE Course Surveys.
- Course Consultative Committees are held three times a year to ensure that student representatives have an input to course management issues including reviewing ACRs, EE reports and HE Course Survey results.
- Students are represented on a number of Warwickshire College and University Centre meetings including the Higher Education Student Experience Committee, Higher Education Academic Board and Academic Standards and Quality Assurance (ASQA) Committee (Governors).

24 Indicators of Quality and Standards

This award is designed with reference to the Office for Students quality and standards conditions as part of general ongoing conditions of registration. In particular, this document references Condition B5 - Sector-recognised standards. WCUC will ensure any standards set appropriately reflect any applicable sector-recognised standards; and awards are only granted to students whose knowledge and skills appropriately reflect any applicable sector-recognised standards.

This award also references the QAA (Quality Assurance Agency) Subject Benchmark Statements (which describe the content expected in courses in particular subjects).

Internal indicators of annual quality and standards include annual reports that are considered carefully by the course team and any actions are responded to:

- Annual External Examiners' reports; and
- Annual Industry Adviser reports.

In April 2021, Warwickshire College was granted Bachelor Degree-Awarding Powers (BDAP) via an Order from the Office for Students following an in-depth scrutiny of quality and standards by the Quality Assurance Agency (as the designated quality body) during 2020.

25 Progression

The focus of the course is on developing essential art and technical skills to ensure that students are equipped to meet the requirements of the creative industry. It is recognised that what is taught in the classroom/studio today may be out of date tomorrow. Therefore, an important aspect of the course is to develop a thorough understanding of those management processes and skills that will allow students to effectively manage their responsibilities in the light of changing and competing priorities. With this in mind, students should complete the course with an industry standard portfolio ready for interview and application to jobs in the creative sector.

Further study at Masters level is also an option to students who successfully complete the BA Graphic Design with Photography course.

26 Further Information

This programme specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate by taking full advantage of the learning opportunities provided.

More detailed information relating to this programme can be found in the Course Handbook and Module Descriptors collated in the Module Handbook.

The language of study is English.

27 Curriculum Map

The curriculum map, over the page, identifies where the intended learning outcomes of the programme are covered within the modules. A box is ticked where an outcome is demonstrated to a significant extent in a given module. The coded columns relate to the intended learning outcomes within the four categories described in sections 15.1 to 15.4:

- KU Knowledge and understanding of the subject
- CS Cognitive skills
- PS Practical and/or professional subject skills
- TS Transferable skills (T-Shaped)

Level 4		K	K	K	K	K	C	C	C	C	C	P	P	P	P	P	T	T	T	T	T
Module Codes	Module Titles	U 1	U 2	U 3	U 4	U 5	S 1	S 2	S 3	S 4	S 5	S 1	S 2	S 3	S 4	S 5	S 1	S 2	S 3	S 4	S 5
490AAD	Academic Study Skills, Employability and T-Shaped	✓		✓	✓	✓		✓	✓				✓				✓				
401AAD	Concepts and Techniques	✓	✓			✓		✓	✓			✓				✓	✓	✓			✓
402AAD	Lens-Based Imagery			✓		✓	✓			✓	✓	✓		✓	✓		✓	✓	✓	✓	
403AAD	Graphic Design Principles			✓		✓	✓			✓	✓	✓		✓	✓		✓	✓	✓	✓	
404AAD	Collaborative practice			✓		✓	✓			✓	✓	✓		✓	✓		✓	✓	✓	✓	

Level 5																					
Module Codes	Module Titles	K U 1	K U 2	K U 3	K U 4	K U 5	C S 1	C S 2	C S 3	C S 4	C S 5	P S 1	P S 2	P S 3	P S 4	P S 5	T S 1	T S 2	T S 3	T S 4	T S 5
590AAD	Work-based and Placement Learning	✓	✓	✓	✓		✓	✓			✓	✓	✓	✓	✓			✓		✓	✓
595AAD	Application of Graphic Communication	✓	✓			✓		✓	✓			✓				✓	✓	✓			✓
596AAD	Motion Graphics			✓		✓	✓			✓	✓	✓		✓	✓		✓	✓	✓	✓	
597AAD	Live Brief	✓	✓	✓	✓		✓	✓			✓	✓	✓	✓	✓			✓		✓	✓
598AAD	Professional Practice	✓	✓	✓	✓		✓	✓			✓	✓	✓	✓	✓			✓		✓	✓

Level 6																					
Module Codes	Module Titles	K U 1	K U 2	K U 3	K U 4	K U 5	C S 1	C S 2	C S 3	C S 4	C S 5	P S 1	P S 2	P S 3	P S 4	P S 5	T S 1	T S 2	T S 3	T S 4	T S 5
690AAD	Research Methods	✓	✓			✓		✓	✓			✓				✓	✓	✓			✓
691AAD	Dissertation or Project			✓		✓	✓			✓	✓	✓		✓	✓		✓	✓	✓	✓	
693AAD	Enterprise and Industry	✓	✓	✓	✓		✓	✓			✓	✓	✓	✓	✓			✓		✓	✓
694AAD/ 695AAD	Launching Networking Platforms / Exhibition	✓	✓	✓	✓		✓	✓			✓	✓	✓	✓	✓			✓		✓	✓