

BA Graphic Design

Programme Specification

1. Programme title	BA (Honours) Graphic Design BA (Honours) Graphic Design with Foundation Year
2. Awarding institution	Middlesex University
3a Teaching institution	Middlesex University: Hendon and Dubai Hong Kong Space
3b Language of study	English
4a Valid intake dates	September
4b Mode of study	Full-time or Part-time
4c Delivery method	<input checked="" type="checkbox"/> On-campus/Blended <input type="checkbox"/> Distance Education
5. Professional / Statutory / Regulatory body	N/A
6. Apprenticeship Standard	N/A
7. Final qualification(s) available	BA (Honours) Graphic Design BA (Honours) Graphic Design with Foundation Year BA Graphic Design BA Graphic Design with Foundation Year DipHE Graphic Design CertHE Graphic Design
8. Academic year effective from	2024/25

9. Criteria for admission to the programme

See the University Guide and Regulations for general criteria for admissions to the University.

LEVEL 4 entry normally requires either a Foundation in Art and Design (or an equivalent qualification) or 112 UCAS Tariff points from a minimum of 2 A Levels or equivalent.

LEVEL 5 entry normally requires a Certificate of Higher Education (or equivalent) from another undergraduate programme in a relevant subject.

LEVEL 6 entry normally requires either a Higher National Diploma (or equivalent) or a Diploma of Higher Education from another undergraduate programme in a relevant subject.

Mature applicants whose work or life experience is relevant to the subject will also be considered.

Acceptance for entry is conditional on a satisfactory portfolio.

Evidence of competence in written and spoken English is also required – normally IELTS 6.0 with no less than 5.5 in any component or equivalent.

10. Aims of the programme

The programme aims to:

1. Equip students with comprehensive understanding of materials, processes, and technologies essential for graphic design creation, presentation, and reproduction.
2. Cultivate awareness of historical and social contexts influencing graphic design practices, fostering a culturally informed perspective.
3. Foster inclusive, collaborative learning environments to nurture responsible, independent practitioner's adept at navigating diverse career paths, while enabling students to develop a broad range of transferable skills and approaches.
4. Provide exposure to a spectrum of specialist graphic design practices and disciplinary areas, facilitating broad exploration and skill acquisition.
5. Encourage engagement in graphic design for social good, addressing environmental, cultural, and social challenges.
6. Promote and foster conceptual thinking, experimental approaches, and critical reflection throughout idea generation, processes, and techniques, cultivating students into curious, critical, and reflective practitioners with advanced conceptual and creative thinking skills.

11. Programme outcomes*

A. Knowledge and understanding

On completion of this programme the successful student will have knowledge and understanding of:

A1. Materials, processes, and technologies essential for graphic design creation, presentation, and reproduction, integrating historical and contemporary advancements.

A2. The historical, social and cultural contexts influencing graphic design practices internationally and a critically aware perspective.

A3. Diverse specialised graphic design practices and disciplinary domains, and familiarity with a broad spectrum of design approaches

A4. The role of graphic design in addressing societal challenges, showcasing a commitment to responsible and equitable design practices.

A5. Advanced creative and analytical skills through conceptual thinking and critical reflection on design concepts, processes, and techniques.

A6. The importance of personal creative identity, preferences and competences as a designer.

B. Skills

On completion of this programme the successful student will be able to:

B1. Demonstrate practical and technical skills necessary for executing industry-relevant communication tasks in graphic design, encompassing both traditional and digital methodologies.

B2. Produce design work in response to client briefs to a professional standard in areas such as branding, typography, layout, and conceptualisation.

B3. Demonstrate adaptability and fluency in the innovative use of emerging design technologies to meet evolving industry demands

B4. Deliver design projects that effectively communicate design concepts, meet deadlines, and present work with professionalism.

B5. Communicate to academic and professional audiences, both verbally and visually, using a variety of appropriate media.

B6. Identify areas of strength and areas for development to undertake appropriate further training and professional development.

B7. Employ a diverse range of specialist techniques, media, and reprographic processes suitable for the creation, presentation, and reproduction of Graphic Design.

B8. Demonstrate proficiency in critically analysing their design processes and outcomes, effectively identifying strengths, weaknesses, and areas for improvement.

B9. Effectively manage project timelines by demonstrating proficiency in time management, meeting deadlines, and adhering to professional practices.

Teaching/learning methods

Students gain knowledge and understanding through:

Engaging in a series of design projects. These projects will challenge students to apply various aspects of their learning, as well as their individual creativity and originality, to specific design tasks.

Design projects may involve individual or group-based work, with a strong emphasis on participative and collaborative efforts. Group work fosters valuable professional skills, while peer learning enhances effectiveness. Ideas and proposals undergo rigorous testing and exploration in regular tutorials and reviews, where students receive advice and critical evaluation to develop and refine their work.

Your work and progress are supported and developed through a range of learning methods that include:

- Talks:** to engage with industry professionals and thought leaders, gaining insights and perspectives;
- Seminars:** to interrogate and discuss project work
- Workshops:** to acquire and develop specialist skills, to be applied across all modules;
- Tutorials:** to support design development.
- Studio Practice:** to develop working practices.
- Independent Study:** to develop autonomy in research, critical and reflective analysis, decision making and self- management.

The programme utilises the University's virtual learning environment and a variety of media and tools to support students in their understanding of module learning objectives and outcomes.

Assessment methods

Assessment is an integral part of learning, manifested both as grades and as feedback, and regular evaluation and critical review of your project work is as much a part of your learning process as seminars, workshops and project tutorials. You will receive feedback on all submitted or presented work, and you will be encouraged to reflect on and learn from it. The assessment of a piece of work can be either Formative or Summative.

Formative assessment is developmental in nature and is intended to provide a constructive commentary on your performance and how it can be improved and is a key part of the learning process. It is normally given throughout the learning process, using various forms of feedback such as verbal, written, peer which may include an indicative grading against the project assessment criteria.

Summative assessment is evaluative in nature and provides a measure of the extent to which you have achieved the intended learning outcomes of a project or a module.

12. Programme structure (levels, modules, credits and progression requirements)

12.1 Structure of the programme

Foundation Year

Semester 1

- ADM0001 Creative London
- ADM0002 Skills and the Creative Process

Semester 2

- ADM0003 Exploring Creative Directions
- ADM0004 Major Project and Portfolio

Full Time

Year 1 / Level 4

Semester 1

- GDN1004 Communication Skills
- GDN1005 Creative Workshops

Semester 2

- GDN1006 Innovative Projects
- GDN1007 Creative Media and Cultures

Year 2 / Level 5

Semester 1

- GDN2100 Design Principles
- GDN2200 Exploring Graphic Design Disciplines

Semester 2

- GDN2300 Socially Responsible and Future-oriented Design
- GDN2400 Professional Practice and Employability

Year 3 / Level 6

Semester 1

- GDN3100 Critical Thinking as Graphic Design
- GDN3200 Graphic Design Specialisation

Semester 2

- GDN3300 Graphic Design Professional Practice
- GDN3400 Graphic Design Major Project

Part Time

Year 1 / Level 4 - GND1004 Communication Skills

Year 2 / Level 4 - GDN1006 Innovative Projects

Year 3 / Level 5 - GDN2100 Design Principles

Year 4 / Level 5 - GDN2300 Socially Responsible and Future-oriented Design

Year 5 / Level 6 - GDN3100 Critical Thinking as Graphic Design

Year 6 / Level 6 - GDN3300 Graphic Design Professional Practice

12.2 Levels and modules

Level 4

Compulsory

Students must take all of the following:

- GDN1004

- GDN1005
- GDN1006
- GDN1007

Optional

N/A

Progression requirements

Students must pass at least 90 credits to progress to Level 5.

To achieve Honours, failed credit will need to be repeated.

Level 5

Compulsory

Students must take all of the following:

- GDN2100
- GDN2200
- GDN2300
- GDN2400

Optional

N/A

Progression requirements

Students must have passed at least 210 credits to progress to Level 6.

To achieve Honours, failed credit will need to be repeated.

Level 6

Compulsory

Students must take all of the following:

- GDN3100
- GDN3200
- GDN3300
- GDN3400

Optional

N/A

12.3 Non-compensatable modules

Module level – Level 6

Module Code – GDN3400 Graphic Design Major Project

13. Information about assessment regulations

This programme will run in line with general University Regulations:

<https://www.mdx.ac.uk/about-us/policies#regulations>

14. Placement opportunities, requirements and support (if applicable)

NA

15. Future careers / progression

The programme focuses predominantly on core specialist and transferable skills necessary for a successful career in Graphic Design.

Graduates will be employable in a range of roles including:

- Graphic Designer
- Art Director
- Web Designer
- User Interface / Experience (UI/UX) Designer
- Motion Graphics Designer
- Environmental Graphic Designer
- Interaction Designer
- Information Designer
- Social Media / Content designer

Recent graduates have the option to progress on to our MA Graphic Design programme. Middlesex University offers financial support for students pursuing this path.

16. Particular support for learning

- Workshop / facilities inductions for all students.
- The Learner Enhancement Team (LET) in Hendon and Centre for Academic Success (CAS) in Dubai can provide one-to-one tutorials and workshops for those students needing additional support with literacy and numeracy.
- E-mail access to academics and support services.
- Comprehensive information in programme handbook.
- Facilities and equipment available to assist students with disabilities.
- Access to careers information and an Employability Service staffed with careers advisers with extensive knowledge of career options. Known as: MDX Works (Hendon) and Careers and Employability Services Department (Dubai).
- Middlesex University Library and subject librarian will provide access to specialist learning resources i.e., journals, textbooks, reports etc. For ease of access for students based at Hendon, the library has facilities for inter-library loans and photocopying of any articles required. The library can also provide texts/articles or chapters where possible in electronic format for students. Other articles may be obtained from the British Library in London where a similar provision is provided.
- Virtual Learning Environment provides additional information and resources to support students. Course materials, links to resources and interactive exercises are provided.
- Digital assessment within the programme to accommodate the accessibility needs of learners.

- UniHelp (Hendon) or Campus Central (Dubai): The University's central service through which students can access a range of support for any concerns that might arise throughout their study.
- Counselling and Mental Health Team – provides mental wellbeing support and a confidential individual counselling service to help students manage any challenges affecting them emotionally or psychologically that they might face during their study. In Dubai these services are provided by CAS.
- Disability and Dyslexia Service – supporting an inclusive teaching and learning environment which caters for all students.
- Student Welfare Advice Team (Hendon only) – providing information and advice on funding matters and housing.
- International Student Advice Team – providing information and advice on visa and immigration concerns, for both international applicants and current international students. In Dubai this service is provided by Campus Central.
- ACI Progression and Support Team – providing ongoing student support to ensure students progress on their programme, can be accessed on ACIprogression@mdx.ac.uk In Dubai this service is provided by Campus Central.

17. HECos code(s) – 100061

18. Relevant QAA subject benchmark(s) - [QAA Benchmark statement for Art & Design \(December 2019\)](#)

19. Reference points

The Frameworks for Higher Education Qualifications of UK GDNree Awarding Bodies
<https://www.qaa.ac.uk/docs/qaa/quality-code/qualifications-frameworks.pdf>

Education for Sustainable Development

<https://www.qaa.ac.uk/the-quality-code/education-for-sustainable-development>

Art and Design <https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf>

Student, Staff, External Examiners and Graduate feedback comments

20. Other information

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulation

21. Curriculum map for BA Graphic Design

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme learning outcomes

Knowledge and understanding:

A1	Materials, processes, and technologies essential for graphic design creation, presentation, and reproduction, integrating historical and contemporary advancements.
A2	The historical, social and cultural contexts influencing graphic design practices internationally and a critically aware perspective.
A3	Diverse specialised graphic design practices and disciplinary domains, and familiarity with a broad spectrum of design approaches
A4	The role of graphic design in addressing societal challenges, showcasing a commitment to responsible and equitable design practices.
A5	Advanced creative and analytical skills through conceptual thinking and critical reflection on design concepts, processes, and techniques.
A6	The importance of personal creative identity, preferences and competences as a designer.

Skills:

B1	Demonstrate practical and technical skills necessary for executing industry-relevant communication tasks in graphic design, encompassing both traditional and digital methodologies.
B2	Produce design work in response to client briefs to a professional standard in areas such as branding, typography, layout, and conceptualisation.
B3	Demonstrate adaptability and fluency in the innovative use of emerging design technologies to meet evolving industry demands
B4	Deliver design projects that effectively communicate design concepts, meet deadlines, and present work with professionalism.
B5	Communicate to academic and professional audiences, both verbally and visually, using a variety of appropriate media.
B6	Identify personal areas of strength and areas for development to undertake appropriate further training and professional development.
B7	Employ a diverse range of specialist techniques, media, and reprographic processes suitable for the creation, presentation, and reproduction of Graphic Design.
B8	Demonstrate proficiency in critically analysing their design processes and outcomes, effectively identifying strengths, weaknesses, and areas for improvement.

B9	Effectively manage project timelines by demonstrating proficiency in time management, meeting deadlines, and adhering to professional practices.
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Programme Outcomes:

A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	B7	B8
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Highest level achieved by all graduates

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Module Title	Module Code by Level	A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6	B7	B8	B9
Communication Skills	GDN1004										X	X				
Creative Workshops	GDN1005	X						X						X		X
Innovative Projects	GDN1006					X					X				X	
Creative Media and Cultures	GDN1007		X		X							X				
Design Principles	GDN2100			X			X	X	X				X			
Exploring Graphic Design Disciplines	GDN2200					X			X	X				X		
Socially Responsible and Future-oriented Design	GDN2300		X	X	X						X					
Professional Practice and Employability	GDN2400						X		X		X	X	X			X
Critical Thinking as Graphic Design	GDN3100		X				X					X	X		X	
Graphic Design Specialisation	GDN3200	X		X			X	X		X			X	X	X	
Graphic Design Professional Practice	GDN3300	X		X				X	X			X		X	X	X
Graphic Design Major Project.	GDN3400	X				X	X	X			X	X	X	X	X	