

BA(Hons) Graphic Communication



USWSC Department	The Department of Creative Technology
Awarding Body	University of East Anglia
Additional Accreditations	None
Full-time Duration	3 Years
Part-time Duration	6 Years
Full-time Annual Fee	£8,500
Part-time Annual Fee	£4,250
Entry Requirements	- UCAS Tariff – 96 Points - A level – CCC - Pearson BTEC Level 3 National Extended Diploma (first teaching from September 2016) – MMM
Study Location	University Studies Centre at West Suffolk College, Western Way, Bury St Edmunds
Subject to Validation	No

Additional Potential Costs:* Tuition fees will provide access to all the usual teaching and learning facilities and equipment, however, there may be additional costs such as materials and personal equipment that are associated with your course.

Books - £100 per year.

Module Folders - The desired hard copy format is for the work to be submitted in an A3 poly folder with 40 sleeves which can be purchased from the college art shop alongside print credit. In most cases, work is submitted digitally through the VLE.

Presentation Portfolio – You will need to buy a Prat Pampa spiral display portfolio to record and showcase your work. £40-£60.

Specialist Digital Equipment – You may want to invest in your own digital equipment to use outside of the studio, including specialist hardware such as a MacBook laptop, for £1,299. The leasing of software specific to Graphic Design such as Adobe Creative Cloud can cost from £16.24 per month. If this is unaffordable, you have full access to the suite of computers and software on-site. It is advised students invest in a portable hard drive to back up all their digital work which retail at around £50.

Specialist Materials and Equipment – This includes papers, layout pads, inks, drawing equipment, scalpels, metal rulers etc. On average, costs per module should range between £50-£100, however,

this may rise to between £100-£200 for practical modules at Level 5 and 6. This is because you will need to print professional standard prints for your portfolio and produce realistic dummies and prototypes of 3D design work for both display purposes and print publications.

Parking - Parking is available for £10 per semester at the HE campus though you may wish to budget more, as it is advised that you should come into the university to use facilities outside of your timetabled hours.

Course Trips – Course trips can occur two or three times every year at each level and while they are often module-specific, they are optional. Local trips to galleries and agencies usually range from between £40-50, depending on the mode of transport and destination. We sometimes run an international trip; the cost of such trips is dependent on location, travel details, length of trip and accommodation. In previous years we have organised trips to Barcelona, Rome, Venice at £350-£400 for three nights and four days including flight, transfers, accommodation, breakfast, and some entry costs to exhibitions. Long-distance destinations to New York or Singapore could cost anywhere from £900.00 - £1,500 for flight and accommodation. If you would like to participate in these trips, there is an option for payment to be made by instalments over the academic year.

Conferences - We encourage you to attend creative industry conferences but, as with trips, this is optional. There are two main conferences for Graphic Design, the first in Dublin over a long weekend in April called Offset and the second is the D&AD Festival in London, again over three days in May. Ticket admission, travel cost, and accommodation will vary but can be booked in advance via the relevant websites costing £300-£400.

Competition entry fees. You are encouraged to enter your work for both national and international competitions. Entries usually cost around £35 but fees are often cheaper. If you win, you will be invited to attend an awards ceremony in London and you will need to cover the cost of your travel and overnight stay.

Dissertation – You are expected to design your dissertation document. The cost can range from general printing and binding at £10-£20 or for more bespoke online printing services, the cost could be anywhere from £50-£80.

Degree show - There is an expectation that at Level 5 and 6 that you fund your Degree Show. You may wish to take on fundraising activities throughout the year to help with this. You should aim to budget a maximum of £100 to cover the cost of printing and a contribution towards the cost of the printed catalogue. The hire of local exhibition space is covered by the institution.

Internship expenditure - There is an Internship module in Level 5 and you are expected to fund your transport to their placements unless the company is prepared to cover some of your expenses. These placements are usually located no more than a 30mile radius of the campus.

Printing – You will be credited with the equivalent of £10 for printing and copying at the start of the academic year. You will need to pay for any printing and copying that exceeds this budget. Some practical design modules require physical submissions and cannot always be submitted online.

Student ID Cards - The first issue of your ID card is free. However, you will be charged £10 to replace a lost card.

***This is not an exhaustive list. All additional costs are approximate and intended as a guideline only.**

Narrative: The BA (Hons) Graphic Communication course has a strong track record of producing award-winning graduates who have not only achieved commendations for International Design competitions but have secured exciting careers in this dynamic and prosperous sector of the UK's highly successful creative industries.

The course will prepare you for a range of professional opportunities in fields such as advertising, branding, publishing, illustration and digital communication. You will engage in work that explores traditional formats as well as emerging technologies such as augmented and virtual reality as well as UX design, web design and motion graphics.

The curriculum is sufficiently diverse enough to encourage the development of individuals allowing for both a broad and specialist focus. We'll encourage you to think creatively during your time with us, gaining professional and technical skills that reflect current and future industry practice and design standards. This is facilitated by providing you with a range of real-world experiences from live commercial briefs to fully accredited internships.

Our students have worked on many live client-facing briefs set by both national and regional design agencies these including; Lost Boys International, RPM, Interbrand, Jacob Bailey, Cubiq Design, Firebrand Creative, Trebuchet, Toolbox Marketing, Coastline Graphics, National Stud, Jockey Club, Greene King, Class UK, Kiss Radio etc.

Our links to professional bodies, experts and design practitioners all provide you with fantastic networking opportunities and access to additional support

from industry mentors. We host regular guest lecturers so you can learn from industry professionals. Past speakers have included David Carson (Ray Gun magazine), Dan Mumford (Freelance Illustrator pop/music culture /album covers), David Hughes (Political Caricaturist), Steve Stacey (Senior Designer at Sony), Andi Sapey (Photographer), Sam Peet (Senior Editorial Illustrator Culture Trip) and Droga 5 (Advertising Agency).

Study trips to Museums, Galleries, Design Studios, Exhibitions and Design Conferences (Offset in Dublin) make up a big part of your learning experience, enriching the programme. Foreign residentials to European cities like Barcelona, Venice, Rome and long-distance destinations like Japan and New York, can be life-changing.

You are expected to exhibit your work at the end of the course in a Degree Show. Annual in-house design consultancy awards are offered through our employer sponsors consisting of cash prizes. You will also get the opportunity to showcase your work at National Exhibitions such as New Designers or D&AD New Blood in London to network with agencies/employers outside of the region.

Key Features of the Course:

- This course produces students that are in high demand - 95% of graphic design students are in employment or further postgraduate study within six months of graduating.
- 100% of our undergraduate students are satisfied with the quality of this course. (NSS 2020-21).
- Study a broad range of disciplines including branding, editorial design, graphic design, illustration, interactive design, information design, motion graphics and typography.
- Learn in a creative studio environment, using industry-standard equipment and software.
- Work on live briefs with dynamic agencies and businesses
- Develop your professional skills through, industry competitions, collaborations with organisations and guest lectures.
- Go on optional study visits to European cities like Rome, Venice, Barcelona and long-distance destinations like Japan and New York.
- Develop a professional portfolio tailored to your career aspirations.

Career prospects

- **Showcase your work at an annual Degree Show, with the opportunity to be selected to exhibit at other national events, such as New Designers and D&AD New Blood in London.**

In terms of career opportunities graduates from the course are well prepared for a range of professional opportunities in the following design fields; advertising/marketing, branding, publishing, illustration, digital communications (web design and UX design), exhibition design, signage etc.

You are encouraged to be proactive in pursuing freelance work whilst you are studying and use this experience as a focus for your assignments. The further incorporation of live commercial briefs, offsite and conference visits enhances your learning experience.

The course has a high percentage (95%) of students gaining employment in the creative industries within six months of graduating. This figure shows that we are enabling learners to progress with real employment opportunities. Showcasing your work both locally and nationally is a great way for you to network with employers and may even lead to offers of work. The exposure that you'll receive through the internship scheme at Level 5 can also lead to job offers when you graduate.

We don't see employability as just getting a job it's also about professional development to ensure you graduate with a broad set of skills and attributes that will enable you to be successful throughout your working life. Learning through a variety of different methods whether it's your academic studies, work experience and/or volunteering, gives you a well-rounded education. The world of work changes very rapidly and your career is likely to involve many different job roles and contact with employers; even if you stay in the same job, it is likely to change its nature over time. This is why your employability skills need to be transferable so you can adapt them to whatever situation they find yourself in.

We recognise that you are likely looking for a course that will put you in close collaboration with employers and offer you the opportunity to work directly with

them. Our Graphic Communication course is designed to put you in the best position to get a job upon graduation.

Our graduates have gone onto both junior and senior design roles and studio managers for a variety of agencies and companies and others have set up their own successful design businesses.

Module Summary
Level 4:

Average Graphic Design salaries and earning potential

Junior Designers can earn £19,883 per year.

As a middleweight designer, you can expect to earn £25,000 to £35,000 per year.

Senior designers or creative lead salaries range from £35,000 to £55,000 per year.

Creative directors can expect to earn £60,000+ per year

As a freelancer, you can earn between £200 and £400 a day with experience

Digital and Emerging Technologies

This module familiarises you with the main industry-standard software programmes from the Adobe Creative Suite. It encourages you to explore the creative potential of digital processes and techniques developing your knowledge of both print and online screen-based applications.

Visual Communication

This module engages you with the activity of image-making as a multi-faceted language, reinforcing the idea of drawing, mark-making and image construction as core skills to both the graphic designer and illustrator. This includes inductions to specialist workshops like silk screen printing and photography.

Introduction to Typography

This module introduces the basic principles of formal typography, terminology and how type can be used creatively.

Level 5:

History of Contemporary Graphic Design

This module introduces the historical and contemporary contexts of graphic design and explores the work of key pioneers and movements in the industry.

Work-based learning

This module provides you with the opportunity of working on client-facing briefs to gain first-hand experience and insight into professional working practices.

Editorial and Publication Design

This module develops your understanding and fosters a deeper appreciation for the relationship between language text, imagery and the reader for a variety of information genres.

Advanced Divergent Thinking Graphic Design

This module allows you to explore how sequential narratives in applied contexts influence and affect an audience's interaction with graphic design outcomes. You are required to work on an international design competition brief and produce short presentation films.

Level 6: Research Methods

This module introduces the underpinning research and writing skills needed to be able to approach a Dissertation at Level 6. It seeks to extend students' critical questioning of their discipline and introduces design writing and publishing as a potential career option.

Internship

This module allows you to gain first-hand experience of working in a design agency. Placements run for up to five weeks offsite. This module extends your knowledge of current professional practise and how to work as part of a creative team.

Negotiated Project

This module provides an opportunity for you to develop a self-negotiated project,

relating to research undertaken within other modules during the year. The module considers the relationship between the method, medium and meaning, concerning relevant theory, as well as traditional and contemporary practices.

Commercial Collaboration

You will be expected to undertake a major design project in collaboration with an external partner /client. This will normally take the form of a live brief prescribed by a design agency, retailer or charity. The learning activity is largely self-directed, focusing on project-based independent study.

Undergraduate Dissertation

The Dissertation module provides you with the opportunity to conduct a significant piece of research that engages critically with your interests. It allows you to articulate your findings through a piece of academic writing.

Integrated Media and Digital Communications

This module looks at current, new and emerging technologies that are commonly employed in the graphic communication industry. You will be expected to produce multi-pronged, technology-driven campaigns that use a combination of digital platforms.

Signature Brief

The module allows you to bring together all that you have learned and to produce a highly effective and professionally realised set of design outcomes. It provides you with the opportunity to write your own brief that represents your career ambitions and to showcase your work in our annual degree show/exhibition. Assignments are devised to assess a range of skills, abilities, knowledge and experience

Staff Team and Assessment Methods: Lecturing staff and visiting lecturers are qualified to undergraduate and postgraduate level in graphic design and teaching. Staff have a wealth of experience working in Education and their own areas of expertise within art and design.

Coursework: 100%

Assessment is carried out through the submission of sketchbook coursework, the presentation of final outcomes and the production of academic written work.

Typical Module Diet
All Modules are 20 Credits
unless otherwise Stated

Year 1 (L4)	Year 2 (L5)	Year 3 (L6)
Digital and Emerging Technologies (40 credits)	Editorial and Publication Design	Commercial Collaboration
Visual Communication	Advanced Divergent Thinking Design	Undergraduate Dissertations (40 credits)
Introduction to Typography	Research Methods	Integrated Media and Digital Communications
History of Contemporary Graphic Design	Internship (40 credits)	Signature Project (40 credits)
Work-based learning	Negotiated Projects	

L4: one 20 credit modules will be studied in Semester 1, two 20 credit modules in Semester 2, and one 40 credit module and one 20 credit module in across Semesters 1 and 2.

L5: two 20 credit modules will be studied in Semester 1, two 20 credit modules in Semester 2, and one 40 credit module across Semesters 1 and 2.

L6: two 20 credit modules will be studied in Semester 1, and two 40 credit modules across Semesters 1 and 2.

Study Hours per 20 credit Module

	200
Lectures and Seminars	36hrs
Assessments:	- hrs

There are two Semesters a year

Preparation & Independent Study: 164 hrs

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